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Hoosier Initiative

Indiana's two state associations, the Indiana Laundry Owners Association and the Indiana Association of Dyers and Cleaners, will merge on July 1, 1952. The new group will be known as the Indiana Drycleaning and Laundry Institute.

That is in keeping with a trend which has become prevalent in one state after another, especially in the years since the war. However, the official announcement from Indiana headquarters also contains word that membership in the new organization will be open to all groups in the textile maintenance industries, including self-service laundry plants.

The news is of more than casual interest because Indiana thus becomes the first state in which an association of laundryowners has admitted launderettes to membership. This decision was reached after a two-year inquiry by a committee appointed for that purpose, followed by full discussion by the board of directors.

According to a bulletin from J. D. Crittenden, executive secretary of the group, typical comment by top-level trade organization executives included the following statement by Albert Johnson, general manager of the American Institute of Laundering. "Indiana's move is indicative of the trend and will undoubtedly be followed by other state associations."

To date, we have heard of no other state association taking a stand on the matter. It will be interesting to see what action at the state level, as well as at the national level, may or may not be taken.

Canadian Boom

Evidence that the Canadian business boom has had its effect on power laundry activity in that country is contained in a recent set of figures released by the Dominion Bureau of Statistics.

In 1930 there were 242 power laundries in Canada with receipts of \$16,283,555. By 1950 the number of plants had increased to 323 with receipts of \$40,586,942. The figures do not include drycleaning plants. However, of the 1950 receipts, 68.6 percent was accounted for by family laundry work, 17.3 percent by drycleaning, 0.2 percent by dyeing, 9.8 percent by linen rentals, and 4.1 percent by other services.

During that time the number of employees in these plants rose from 9,100 to 14,310 and the total of all wages and salaries paid to them, exclusive of proprietors, went from \$8,140,177 to \$20,976,430.

Of prime interest to Canadian plantowners is the fact that the national population grew from 13,549,000 in 1949 to 13,845,000 in 1950 and, during that year, the per capita expenditure for laundry service increased by 2.8 percent.—Jim Barnes

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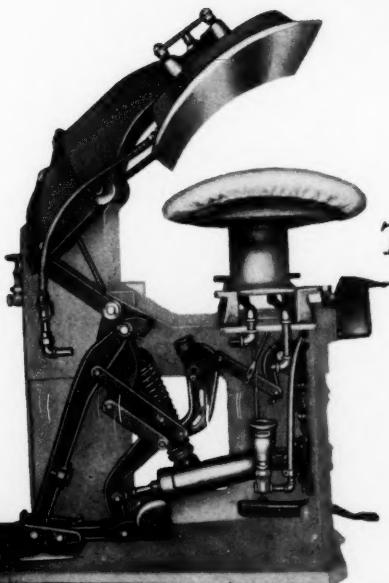
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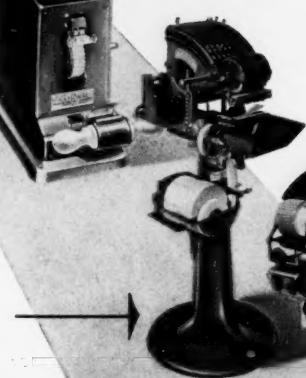
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equipment in small
laundries.



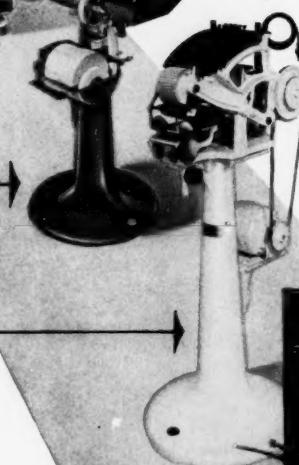
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May 15, 1952

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5



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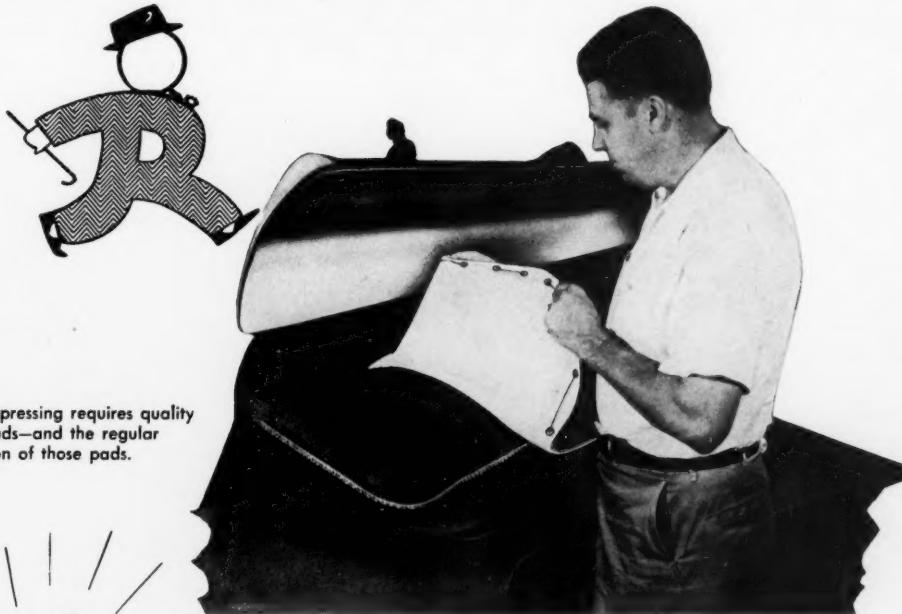
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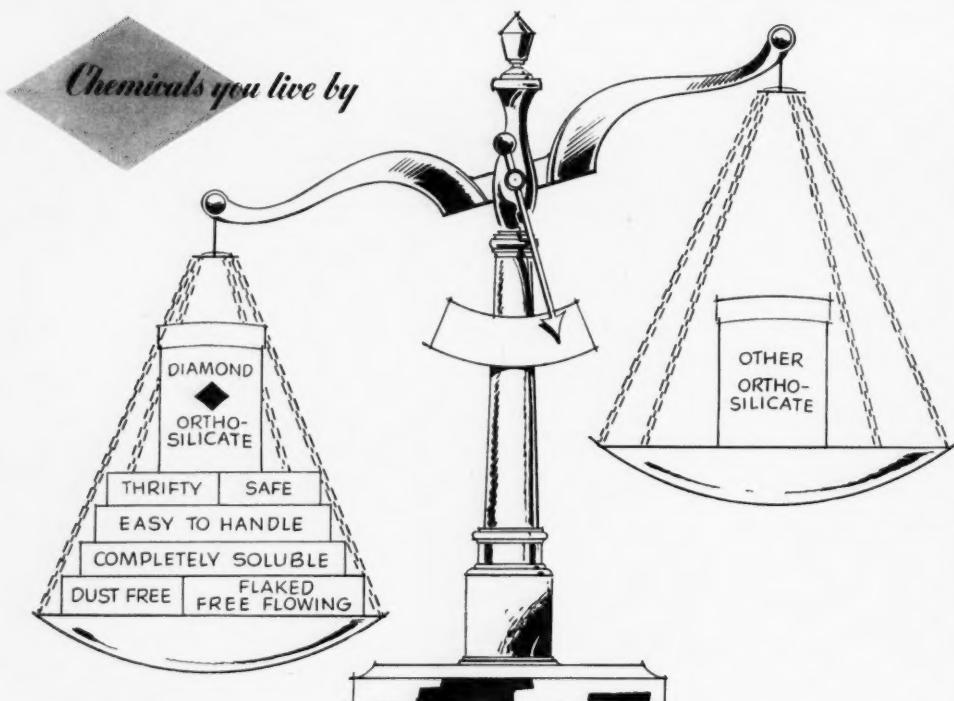
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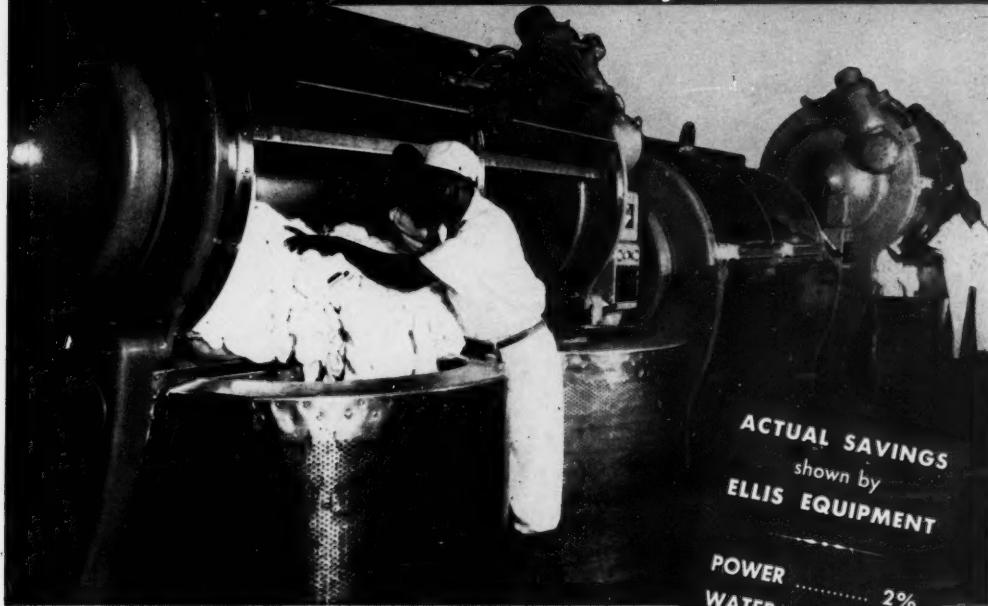


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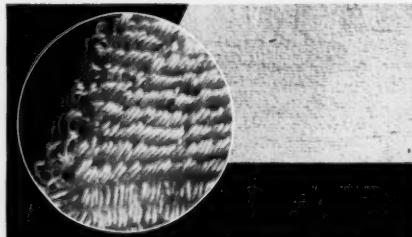


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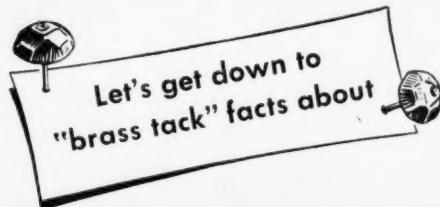
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Starchroom Editorial

The Industry Needs Radicals

It now seems to be well recognized that the industry must develop an ever-increasing supply of young executives and potential leaders in order to survive. While this is true of any industry, it seems to have been particularly true of our industry for the past few years. It still is.

Encouraging steps have recently been taken in many quarters to correct this situation. But they must not stop now. The program must be a long-term one and it must receive plenty of "follow through" for many years to come if it is to continue to attract and to hold a sufficient number of the required type of people.

The first three young men's conferences sponsored by the American Institute of Laundering constituted a tremendous forward step. For the first time young laundrymen from various sections of the country had an opportunity to meet and discuss their problems on a common level, unhampered by the presence of older, more pessimistic laundrymen. The result, as we have frequently noted, has been a spontaneous rash of enthusiasm among those who have attended the meetings.

As we see it, there are only two major problems involved in assuring the success of future young men's conferences.

The first is to insure that they continue to be unfettered by the attendance of members of the older generation. Thus far, the programs have been so lively and worthwhile that people whose age exceeds the limit have not been able to resist the temptation to attend. If a particular speaker at one of the conferences attracts such widespread attention that the older men should hear his message too (and there have been many such speakers in the past) there is no reason why he shouldn't be invited to tell his story to the annual AIL convention audience.

Secondly, a more effective means must be found for increasing the number of plants which annually derive benefit from the conferences. It will do the industry as a whole very little good if the same group of young laundrymen, relatively speaking, attend the conference each year and discuss their problems among themselves. The plants which could benefit most from the injection of some youthful, imaginative thinking at the management level are precisely those plants which have not been represented at past conferences. And they will not be represented at future conferences unless a more effective way of getting them to see the light can be devised.

In this connection a development in New England will bear watching closely. A report of the annual meeting of the Massachusetts Laundryowners' Association appears on page 74 of this issue. It describes the formation of a young men's club on April 5th. Any man is eligible for membership who had not passed his 40th birthday on April first and who is associated with a member laundry of the Massachusetts association or

is employed by an allied trades firm serving the laundry industry in New England. The purpose of the organization is to give the young men in New England an opportunity to meet together to exchange information and ideas.

Plans were immediately set in motion for holding the first meeting on May 15th. The program consists of a complete tour of the Salem Laundry in Salem, Massachusetts in the afternoon followed by a cocktail hour, dutch treat dinner and bull session at a Salem hotel in the evening.

This is not the first state or sectional young men's organization to be formed. One has been flourishing in Philadelphia for some time. Still others may properly claim credit for originating the idea. The important thing is that another section of the country has adopted the idea. Another group of young laundrymen will be given the opportunity to benefit from each other's experiences *at the local level*.

Every time a similar organization is set up at the local level the annual young men's conferences are bound to gain support at the national level. Everything done to strengthen the annual conferences at the national level is bound to strengthen the industry as a whole.

There are many obstacles to be overcome if a similar club is to be formed in every state. In some parts of the country long distances to be traveled would preclude regular monthly meetings, to name only one. But we have noted a tendency on the part of state associations to include young men's panels on their annual convention programs. It is a logical step from such a program to the formation of a permanent young men's organization and it's our bet that the various professional association executives would gladly lend a hand. They did in Boston and Philadelphia.

A good guiding principle for a newly formed young men's club was stated by Clifton W. Johnson, general sales manager of the Troy Laundry Machinery Div., when he delivered the commencement address to members of the 22nd class of AIL's school of laundry management at Joliet last month.

"Don't be afraid of radical ideas," he said. "Don't let the term 'radical' as it is used against communists and similar political malcontents fool you. To get ahead and to keep yourself going in this world, you've got to be radical in its true sense. It was a radical who invented the steam boiler, another invented the cotton gin, and certainly Robert Fulton, who invented the steamboat, was considered a radical in his day. Thomas A. Edison was one of our greatest radicals. When old Mr. Field, who was the co-founder of Marshall-Field & Co. in Chicago, set the policy of his store, he was laughed at by his brother merchants. The fundamental policy set by Mr. Field and carried out by Mr. Selfridge, and later presidents of the company, was: 'The customer is always right'."

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in less
time...
at less
Cost!



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With heated expanding collar
mold. For fast, flawless folding
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50 bins in arm's reach to
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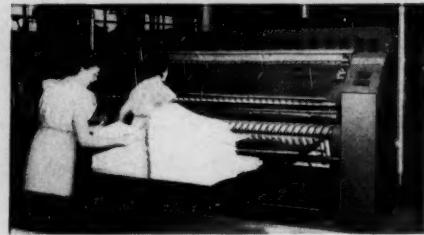
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ILLUSTRATED CATALOG

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- Three 54" Olympic bottom-unloading Extractors
- Six 42" x 42" Open-End Tumblers
- Forty-three Rocket Presses
- Four 120", 8-roll Flatwork Ironers, with ventilating canopies

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Division of American Machine and Metals, Inc.

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Six ready rooms along side of plant provide storage for the finished work of 12 routes. Roof overhang extends far enough to provide shelter for loading in any kind of weather. Truck-bed height platform makes for easier loading and unloading

Route Rooms at Acme

Six ready rooms simplify truck loading at new Little Rock plant

By LOU BELLEW

WHEN DABBS SULLIVAN built his new Acme Laundry & Cleaners plant in Little Rock, Arkansas, he kept the convenience of his 13 routemen in mind. For instance, a long annex running along the side of the laundry has been partitioned off into six ready rooms, one for every two routes. Each of these rooms opens into the main plant, so as many as six trucks can be loaded or unloaded at the same time.

The cost of this arrangement is balanced by the elimination of loading and unloading bottlenecks, which plague many large plants. Also, the rooms keep the routemen out of the production section of the plant. There is no longer any need for the drivers to distract production personnel in rounding up their orders. All

finished route orders are immediately placed in the ready rooms, and if a routeman can't find a bundle or garment in his room, he knows that it isn't finished.

One large room at the street end of the row is a private room for the routemen. This light and tastefully decorated room provides the routemen with their own rest rooms and shower facilities, along with lockers for their personal belongings.

There is a 50 by 150-foot paved area beside the loading dock. This area is completely enclosed with a high cyclone fence. By eliminating trespassing, the fence allows loaded trucks to remain outside overnight, which helps the routemen to get out on the routes earlier in the morning. •

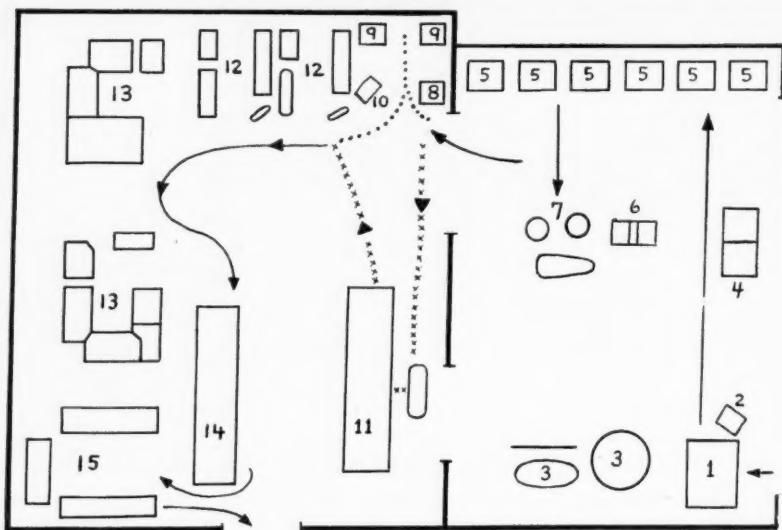


Paved area is fenced in so that trucks may be loaded at night for an early start in the morning. New power plant is at rear of pavement

Layout and workflow of Jay Laundry. Units are numbered as follows:

1. marking table
2. scale
3. water softener
4. tubs
5. washers
6. starch tubs
7. extractors
8. cold tumblers
9. hot tumblers
10. handkerchief press
11. flatwork ironer
12. wearing apparel units
13. shirt units
14. wrapping table
15. route storage

Workflow code:
 — complete bundle
 xxx flatwork
 ... wearing apparel



Jay Sells a 20-Pound Bundle

New ad campaign based on switch to individual washing results in 10 percent volume increase

By JOHN J. MARTIN

IN THE LIGHT of recent industry trends, the bundle coming into the Jay Laundry, Plainfield, New Jersey, is indeed strange. Instead of being light in weight, it scales close to 20 pounds. Included is wearing apparel to be fully finished as well as shirts and flatwork. It is, in fact, a very reasonable facsimile of the family finish bundle as we used to know it.

More unusual than the bundle, however, is the story behind the techniques used to sell and produce it.

Fifteen months ago, Jay switched over entirely to the individual washing method. Up to that time cylinder type wheels, the lot system and standard pin-and-net identification had been in use. And also up to that time, volume decreased steadily as costs rose just as steadily.

The picture is just the opposite today. Credit for a 10 percent volume increase, according to owner William L. George, must be given to the change in washing technique, and its effect on sales. It is the public's ready acceptance of the saleable features of individual washing that turned the tide for Jay Laundry.

Mr. George made his big change with three objectives in mind, all centering about sales.

First, he felt that he must come up with answers to what he considers the three most common objections to professional laundering service: the idea that laundries are hard on clothes, the general belief that laundries always lose or mix up pieces or complete bundles, and the objection to the cost of laundry service.

Second, Mr. George wanted to add new customers.

Finally, he wanted bigger, full finished bundles from old and new customers.

That he has achieved his goal, or at least is far along the road, is proven by readily available comparative statistics. Mr. George uses the service of a well-known New York firm specializing in laundry accounting. Each week they send him information on laundry sales in the state of New Jersey. How, then, is he doing in comparison to other Garden State plants?

For the first week in March, 1952, statewide sales were off 1.6 percent from the previous week. Jay Laundry's sales were up 16.7 percent. In comparison with the corresponding week of last year, the Jersey plants were down 5.7 percent. Jay was ahead 2.2 percent. Cumulative sales for the year versus the same cumulative period last year put the state 3.3 percent behind; Jay had recorded an 8.8 percent increase.

Just to prove that this wasn't an exceptional month, let's examine the third week in March. The state was even with the previous week. Jay went up slightly with 0.7 percent. Compared with the same week last year, laundries all over the state were off in sales 2.3 percent. Jay was a flat 10 percent ahead. Cumulatively this year against cumulatively last year, the state was minus 3.3 percent. Jay stood out with a 9.7 percent increase. Other weekly comparative figures could be cited, and would reveal the same bright picture.

How sales are built

Jay's advertising and promotion stresses the features of individual washing that answer the three objections to laundry service. The production method is the key to the sales technique.

Mr. George makes use of the fact that people, right or wrong, believe home washing machines to be more gentle than commercial equipment. After all, millions of dollars have been spent trying to convince the housewife that she should do her own laundry. Many a basement washer was purchased because an ex-laundry customer was convinced that she could make clothes last longer by washing them in her own machine.

Jay's promotion, stressing the individual washing feature and picturing an open-end machine, hits the housewife where she's been hit many times before. It's an easy matter for her to liken Jay's individual washing to home washing—and that means gentle washing and longer lasting clothes to her. It's what she wants, without the labor of doing it herself, so she buys Jay service.

Convincing the customer that pieces and bundles will not be lost or mixed up at the Jay plant is a simple matter. Ads tell her that since her laundry is washed by itself, finished by itself, and wrapped by itself, there can be no losses. If this is her objection to laundry service, she can turn to Jay.

Mr. George and Jay also have an answer to the price objection. Prices are appealingly low enough, in relation to the competition, so that there has been a return to the more profitable fully finished service. Base price for this "Jay Home" is 16 cents per pound, wearing apparel priced at 20 cents per pound and five cents extra for each shirt.

Minimum for the service is five pounds at \$1.56. Five shirts will be finished in this minimum bundle. Most customers up the poundage in order to take advantage of the price saving.

In addition to the price appeal, Jay uses another argument that tends to increase bundle weight. Advertising states frankly that only the 20-pound bundle gets individual washing. There isn't any hocus-pocus about splitting the bundle, and it has paid off in customers who want their bundles washed separately.

Shortly after switching to unit control, 20-pounders made up 30 percent of the bundles. Now, after 15 months, Jay has succeeded in getting about 60 percent of incoming bundles up to the desired 20-pound weight. It is this increased bundle size, plus new customers brought into the market with the individual washing appeal, that accounts for Jay's volume increase.

Bundles are weighed and broken at an identification table where each is assigned a numbered canvas flag or

"grommet" with corresponding pins (left over from the old pin-and-net identification system). If the bundle is close to 20 pounds and contains no fugitives, it is dumped into a cart, grommet on top, and sent directly to the washroom.

Should a bundle contain fugitives, one of the pins is removed from the grommet to identify a net into which the fugitives are placed. In like manner the pins can be used if a smaller bundle is broken to complete a washer

today's big
NEWS
FROM
JAY LAUNDRY
WHERE YOUR CLOTHES ARE
INDIVIDUALLY
WASHED AND IRONED

SAVE!

10%
TO
20%
ON YOUR LAUNDRY BILL

Your clothes will be INDIVIDUALLY
WASHED IN OUR GIANT STAINLESS
STEEL WASHING MACHINES.
BRING OR SEND US NOT LESS THAN
20 POUNDS.
Smaller bundles cost more to handle...
as a result you pay more.
The finest, gentlest stainless steel wash-
ing machine is for your exclusive use
if you give us a minimum load of 20
pounds.

TRY IT ONCE... TRY IT TODAY

JAY LAUNDRY
318 FILMORE AVE.
PL 6-5566

THERE'S ALWAYS A BETTER WAY . . .

Several years from now all good laundries may be using the UNIT CONTROL method of processing. At present it is a JAY EXCLUSIVE. UNIT CONTROL is the best method that has been developed so far for handling your individual bundle without loss or mixup.

UNIT CONTROL IS FASTER. Your bundle is handled as an individual unit and not as one of a number of bundles all of which have to be sorted and assembled before any one is completed.

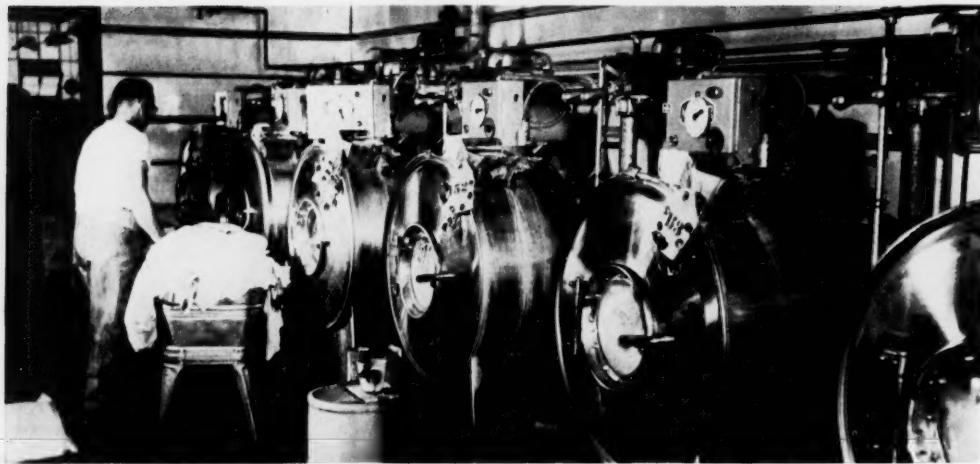
UNIT CONTROL IS LOW PRICED. No wasted time back tracking, hunting, and assembling in an effort to find all the pieces. Units are processed together.

UNIT CONTROL IS BETTER. Since your bundle is processed as an individual unit it does receive the individual care on detail you request. It is excellent work at less than ordinary prices.

There is no magic about this. It is the result of the application of an industrial engineer's "know how" to the problem of producing a good laundry bundle.

Above: Direct appeal for larger bundles is made by ad stating that "exclusive use" of washing machine is based on minimum load of 20 pounds

Left: Mailing pieces hit at objections to laundry service: hard on clothes, losses and mixups, cost. By overcoming these, Jay has boosted volume 10 percent



Six semi-automatic machines wash growing Jay volume. Wheels are handled by one man who also has other duties. Plant utilized numbered pin-and-net flags left over from old identification system to identify bundles

load. This means that three bundles can be washed in two machines. The two largest will be washed in bulk, while there will be a netload of half of the third bundle in each washer. Identifying grommets are hung on the washer during the cycle.

Six 25-pound, semi-automatic open-end machines do the washing at Jay. Five are regular speed wheels, while the sixth is a two-speed machine in which fugitives are handled. The standard formula, from which 97 percent whiteness retention and a three-percent tensile strength loss has been reported by the AII, calls for a seven-minute break, seven-minute suds, eight-minute bleach, one two-minute and two one-minute rinses followed by a four-minute blue and sour. Adding seven minutes for loading, changes and unloading, the washing cycle is 37 minutes.

Two 20-inch extractors process all work from the six washers. One man washes, extracts, starches and does

the damp assembly on any bundles that had to be broken.

The bundle, right from the extractor or after any necessary assembly, now moves to the tumbling section. All work is first preconditioned by a run in a cold tumbler, and then broken for finishing.

Flatwork is placed in a canvas basket, numbered grommet on top, and moves to a two-girl return flatwork ironer. Here each bundle is ironed and folded before the next is passed through the machine.

Fluff-dry work stays in the tumbler section, and after being dried and folded, is placed in a movable wooden cart. Any flatwork is also placed in this cart before it is rolled to the wrapping table.

Wearing apparel and shirts to be finished are placed in one of the carts after the cold tumbler run. Clipped to the side of this carrier is the invoice which has come down from the office after pricing. It contains the grom-



Bundles move through plant individually, and each is assigned a separate cart. Wearing apparel units are at right; next step is to shirt units in background. Finished blouse (upper left) will be delivered on hanger



Carts have moved up line of finishing units, are now ready to have contents removed and wrapped. All parts of bundle—flatwork, shirts, tumble and wearing apparel—have been assembled

SOAPS

Builders

THOMPSON-HAYWARD

Chemical Company

BULLETIN

Published by Laundry Supply Division, Kansas City, Missouri

"Purity" SOUR is Tops**NOW—Whip RUST with "SOL-VO-RUST"****Assures Safe Iron Removal—Better Souring, Too**

Thompson-Hayward has the answer to rust problems, in "SOL-VO-RUST." The name tells the story. Does a fine, all-around job of neutralizing, producing whiter whites and brilliant colors, saving you souring time and money. Can be used dry or in solution.

USE-TESTED

Better still, thrifty "SOL-VO-RUST" is built to solve stubborn rust problems. Users who have "use-tested" it will tell you "SOL-VO-RUST" is a fine, fast-working iron-stain eliminator that every laundryman should stock.

ORDER "HI-CARB SOUR" FOR HI-CARB WATERS

Thompson-Hayward's "HI-CARB" is a sour developed for use in areas where water has a high bicarbonate content. Has higher performance than most sours. Higher neutralizing power — completely soluble, can be used dry or in solution.



Use-Tested Thompson-Hayward SOURS come in 150- and 300-lb. drums, like that above. Place your order for the SOUR you need NOW! See warehouse locations below.

ALL-PURPOSE is a Fine Economy Sour

For top results at lowest cost, try Thompson-Hayward's ALL-PURPOSE SOUR. Fast neutralizer. Quick penetration shortens souring time. Brightens colors, makes whites come *white*, helps prevent iron stains. Your customers will love it.

17 Thompson-Hayward Warehouses at Handy Midwestern Points!

For detergents and all laundry supplies, these Thompson-Hayward warehouses should be contacted: New Orleans, Kansas City, Tulsa, Minneapolis, Okla-

homa City, N. Little Rock, San Antonio, Des Moines, Davenport, St. Louis, Dallas, Houston, Wichita, Memphis, Chicago, Omaha, Denver.

DELIVERS GREATER PER-DOLLAR EFFICIENCY

Here's good news — an instantly soluble, fine quality SOUR — Thompson-Hayward's "PURITY" SOUR!

This is our high-efficiency sour — safe with all fabrics, safe with all colors, non-bleeding, fast penetration, yet truly economical.

"PURITY" dissolves quickly in water at any working temperature, penetrates fast and uniformly, neutralizes completely. Users call it a peak-quality sour.

USE-TESTED

Like all Thompson-Hayward products, "PURITY" Sour is use-tested under all conditions. You need never wonder about results with "PURITY" on the job.

Our customers will tell you: with "PURITY" SOUR, whites have new sparkle, colors glow with new brightness. Wools come fleecy-soft and moth-repellent.

Specify "Purity" on your next order. And remember, there's a Thompson-Hayward warehouse in easy telephoning distance from you.

**Purity
works
like
magic!!**



met number so that flatwork can be matched with the rest of the bundle.

The cart is rolled to one of two wearing apparel units, flatwork being placed inside on the way. Wearing apparel is removed from the cart, finished, and replaced. The bundle is now complete except for the shirts, so the cart moves to one of two shirt units. Shirts are removed, finished and replaced before the next cart load is touched.

The cart, now containing a completely finished bundle, is then rolled to a wrapping table where flatwork is packaged and shirts and wearing apparel are boxed.

Contrary to trends in many parts of the country, there has been no demand in Jay's area for faster service. Consequently, the plant still sells one-week service. However, under the present productive system, Jay could process the bundle in less time. Mr. George is prepared to do this if the demand arises.

One good sized route is maintained, and even though the plant's location is very poor, call-office business is brisk.

Almost all claims are paid in full—no questions asked. So far, they have amounted to a nominal 1/10 of one percent.

Present productive employees number 10, a drop of three from the system used before the switch to unit control. All of these are paid a base rate of 95 cents per

hour and a guaranteed weekly wage. All are on incentives, base rates as their minimum weekly earnings.

Mr. George has some very definite opinions on business as conducted at Jay. Although strong in his belief of the merits of individual washing, he states that those beliefs are one man's opinion. He does not claim that the system is the answer to all of the laundry industry's problems.

Individual washing, however, sells laundry service in his local market. Mr. George knows that because he has proved it. The appeals of the system have built business for him, but he could not and would not guarantee results for anyone else. But it is the way he will always wash clothes for profit.

As far as the production possibilities of unit control are concerned, Mr. George feels that present equipment is only a step in the right direction. He expects further advancement and refinement to cut costs and increase quality. When that happens, he fully expects to turn in his present individual washing system for an even better one. He states also that individual washing can work just as well for the big plant doing many times the volume of his Jay Laundry.

Again, Mr. George states that these are one man's opinions on how to operate a laundry. They deserve consideration, however, because they come from a man who is making money in the laundry business today. •

What Your Employees Don't Know About Your Business

Editor's Note: Recent government trends make the comment below extremely pertinent. It was published originally as a bulletin of the California Laundryowners Association.

What your employees don't know about your business won't hurt them—but it may hurt you! And for your own protection as well as the protection of our American economic system, you'd better start informing them of some of the business facts of life.

We recently asked a number of employees in laundries to tell us how much profit they believed a laundry should make. Two out of every five questioned believed that the normal profit should be over 35 percent, and the average estimate for all persons questioned was over 30 percent. Here was a group of ordinary plant employees working in different laundries and in different cities who believed that management should make better than 30 percent profit on every transaction.

We next asked the same group of persons how much profit they thought the plant they were working in was making—and the answers ran from 70 percent (this was a commonly-accepted "fact" among the employees of one plant), through "too much," 50 percent, etc., to average for all employees a belief that better than 25 percent profit is currently being made. It is interesting that in most cases employees believed that their own plants weren't making as much profit as they should or as other plants were making.

This important point, however, is that these reasonably intelligent persons were completely ignorant of the financial facts of life. They not only believed that laundries made terrific profits, but believed that they could make even better profits. This picture of American business is the one the Communists would like to present—and the fact of the matter is that it is accepted and believed by ordinary American citizens!

Why shouldn't the government soak Big Business with taxes? Why shouldn't wages be raised? Why should employees economize with supplies when already plants are making such tremendous profits, they ask.

A third question asked was for a guess as to the sales volume of the plant worked in. Here the answers were more ridiculous than ever—most employees guessing a sales volume far below the actual sales—indicating that they had no idea of how important their jobs were, how many people or families the plant served weekly, or of the place of the laundry in the community. Certainly a plant serving 10,000 to 15,000 persons (figuring three to a family averaging a bundle every other week) is doing an important job in the community and each girl should be aware of the number of people depending upon the plant and on her for clean clothing.

In the laundries where the weekly sales volume is posted for all employees to see, there is a genuine interest shown, friendly bets as to whether the week will be up or down, a real effort on the part of employees to secure new business from their friends and relatives, and an appreciation for their part in the total business picture—a sort of dignity added to the daily job—and a new feeling of cooperation and plant unity.

The old belief that figures were top secret information has been the cause of much labor unrest through the years and a complete lack of understanding of management's problems by employees. Today it is recognized by big firms that employees have a real interest in their company, and should be given some facts, rather than ridiculous rumors. Many large corporations are doing a fine job in revealing their actual figures to employees in pie charts, graphs, and tables. Only better understanding and less friction can arise from this. Ask your own employees some of these questions and see how far from the truth their estimates are.

GOOD NEWS for Net-and-Pin System Laundries

**Average Production
of 65 to 70 lbs. per
operator per hour, and
labor costs reduced
as much as 25%!**

Laundries using net and pin
make amazing savings
in flatwork from
operators doing
ironers

ATC
65

**Average Production of 65 to 70 lbs. per operator per hour,
and labor costs reduced as much as 25%!** That's the report from laundries using the Type 4-FS TRUMATIC Folder for individual family bundle flatwork.

The Type 4-FS TRUMATIC automatically folds all types of family flatwork from pillow cases and towels to sheets and table cloths. Independently driven, the Type 4-FS TRUMATIC can be operated with any 110" or 120" flatwork ironer, either chest or cylinder type.

Although methods differ, most laundries using the Type 4-FS TRUMATIC Folder for individual family bundles feed the large pieces from each bundle through the ironer first, then the small pieces. The large pieces are ironed with the Folder on single-lane operation. Then, when the small pieces from the bundles are fed through the ironer, the Folder changes automatically to double-lane.

On double-lane operation, two operators, each feed-

Tens...
As Anthony Sarti,
President of Parkview Studios,
and others, the talent for
"The Dog," morning show on
TV, Mondays through Friday.

A Tony Sarti, has a regular
member of "The Jesters" the
quintet that provides music for
the show. It's easy to put him in
your TV screen — he's the guita

on the card to your right.

As an executive of the produc-
ing company, he's the boss of Lath-
am, Latham, Latham, he has Latham.

But as guitarist, he has Latham
for a boss, and a touch nose at

that.

"My train was delayed one

morning and was late for my

heatup, so I had to bowtie the heck

out of me — and he wasn't bud-

ding. Saturday rears.

Saturday became a

CEP.
for Tele-
metio
light
5 p.m.

for Tele-
met

Starchroom's Laundry Primer

PART V

How Soap Regenerators Improve Quality



By RAYMOND W. AHR

Soap curds and redeposited soil cause "Tattle-Tale Gray." Soap regenerators overcome this washing problem by:

1. **Softening the water to keep new curds from forming.**
2. **Converting existing curds back into useful soap.**

Here's how to use them best.

sults are obtained, but you still get some. So, since we can't avoid it entirely, we must compensate for it.

One of the best means of removing this disagreeable discoloration is through use of soap regenerators. Soap regenerators are the salts of polyphosphorous acid with such jaw-breaking names as sodium hexametaphosphate, sodium tetraphosphate, and tetra sodium pyrophosphate. They are complex chemicals and perform a complex job. Fortunately their usage is quite simple.

Soap regenerators have the ability to soften water—to prevent the hardness in water from reacting with soap. In addition, they react with soap that has been destroyed and return it to its former state. This means removal of lime soap and acid soap, and assistance in removal of redeposited soil. These functions are accomplished in the following way:

Regenerators have a tremendous affinity for calcium and magnesium salts. When used as water softeners

"TATTLE-TALE GRAY" is a name that has been applied to the disagreeable off-color tinge that appears in white laundry articles. This tinge is often apparent under the best washing conditions, and more often when the controls are not so exacting. **It is usually caused by three factors: lime soap, acid soap, and redeposited soil.**

Lime soap is good soap that has gone bad through bad association. It is soap that has been destroyed as an effective cleansing agent by uniting with hardness elements such as calcium and magnesium. The resultant scum sticks to the fibers of the fabric. Acid soap is soap destroyed by acid in the water supply or, more often, in the articles being washed. Redeposited soil is soil which is carried by the soap when it loses its effectiveness. Together these three give white fabrics a dull look instead of the expected and sought-after whiteness.

How may lime soap be avoided? Some control methods help. If soap alone is used in washing, a large amount of it will be precipitated as lime soap. If a mixture of soap and alkali is used, less soap is precipitated, yet a surprising amount of lime soap still forms. When alkali is used first, then soap added later, the best re-



A practical maximum is the replacement of up to 10 percent of the soap in the tank with regenerator—no more.



Why we make a special bearing so costly that hardly anyone buys it

THIS is the most expensive bearing we make. It's the new Timken® "Double-Zero" bearing.

The "Double-Zero" is *twice* as accurate as the Timken "Zero" bearing—previously the most accurate Timken tapered roller bearing made. Achieving this super accuracy required new, specialized equipment, additional precision grinding operations and countless extra man-hours.

As a result, the cost of producing "Double-Zero" bearings is more than that for "Zero" bearings. Because of its high price, it is used by only a very few industries, in applications where extreme accuracy is vital.

But the *real* importance of the "Double-Zero" bearing goes far beyond its immediate use.

Experience gained in producing the "Double-Zero" bearing is showing the way to greater and greater precision in *all* Timken tapered roller bearings. And this increased precision will mean greater bearing capacities, permitting the use of smaller bearings at lower cost. Just as today's standard bearing was the super precision bear-

ing of a few years ago, the new "Double-Zero" bearing of today may well become the standard Timken bearing of tomorrow. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

A PRECISION TIMKEN BEARING FOR EVERY REQUIREMENT

CLASS	RUN-IN	TYPES AVAILABLE	SIZE RANGE
"00"	.000075"	All Types	Up to 10" O.D.
"0"	.000150"	All Types	Up to 12" O.D.
"3"	.000300"	All Types	Up to 12" O.D.

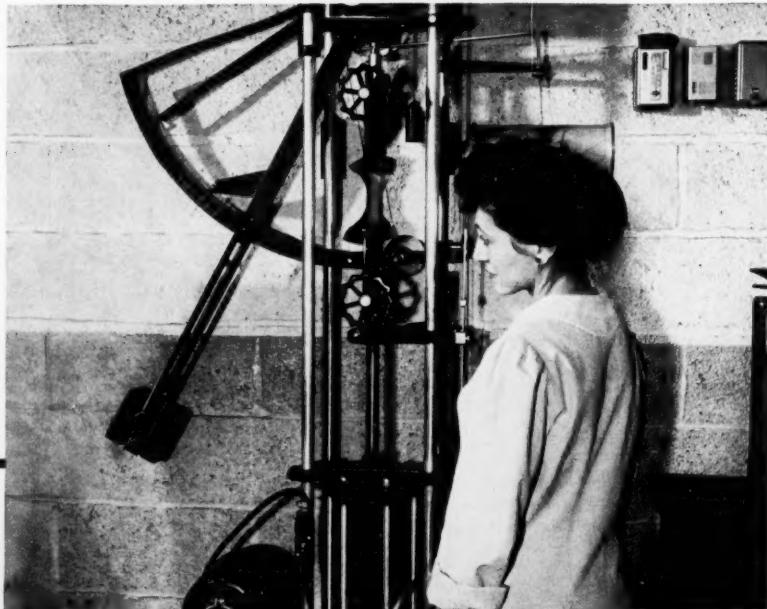
TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL ◉ NOT JUST A ROLLER ◉ THE TIMKEN TAPERED ROLLER ◉ BEARING TAKES RADIAL ◉ AND THRUST — ◉ — LOADS OR ANY COMBINATION ◉ ◉ ◉

Why **WHITEHOUSE**
Nylon Nets Are
Standard For Top Quality

“Continued Leadership

Whitehouse netting material must meet rigid specifications for tensile strength.





In Whitehouse Research Laboratories special laboratory machines test for abrasion resistance of various materials.

Through Constant Research⁹⁹

Back of Whitehouse nets for the laundry and dry cleaning trade is an extensive research and testing program. This program was created to develop products *specially designed* to meet the requirements of these industries.

Whitehouse Blue Streak Nets have now been used successfully by leading laundries from coast to coast. Constructed of heavy filament Du Pont nylon, "Blue Streak" nets brought many advantages to laundry operators—reduced costs on supplies, on water, on power, on labor. Their non-absorptive qualities make it possible to increase washwheel payloads approximately 20 per cent.

New Rok Rib Nets were introduced by Whitehouse last year. These remarkable nylon nets *outlast any nets* we have ever tested in our laboratories. If you haven't tried them, ask your jobber for a trial shipment—or write us direct for more information.

Depend on Whitehouse, too, for extra-long-lasting nylon cover cloth, for the revolutionary new FLAN-NYL (nylon flannel), and for other nylon accessories for laundry and dry cleaning use.

WHITEHOUSE NYLON PRODUCTS

360 Furman Street, Brooklyn 2, New York

they unite with these hardness-causing salts and hold them so that they cannot react with the soap. No cloudy precipitate is formed. This tremendous affinity for calcium and magnesium is enough to break down the lime and magnesium soaps and hold the harmful ingredients in suspension while the remainder is reconverted to useful soap.

Thus, regenerators do three things:

1. Break down the lime soap to release the fatty acid of soap.
2. Convert this fatty acid to soap.
3. Aid the newly formed soap in removing the redeposited soil.

When and how to use regenerators

Where in the washing formula are soap regenerators used? They are used after all possible soil has been removed through the use of soap and alkali. Use them at relatively high temperatures because they work best above 130 degrees, preferably at around 160 degrees. They can be and are used at lower temperatures for washing loads of woolens, silks, and colors, but the higher temperatures are more efficient. For white work, use them in the bleach bath. At this point in the formula most of the soil has been removed, and further suds baths will not be used. So use the soap regenerators to build a suds for the bleach bath at 150-160 degrees.

How much should be used? As a rule, use two ounces per 100 pounds of clothes to maintain washing quality when the lime soap build-up has been stripped from the clothes in previous washings. To strip off this accumulation, however, considerably more may be needed. It is simple to determine how much is needed on an individual load. In a clean washer—one that will not be contributing lime soap from encrusted sides—successive baths of regenerator are run until no more suds is formed. Since these regenerators do not lather of their own physical properties but only in the presence of destroyed soap, lack of lather indicates absence of lime soap.

The best way is to use them like soap. Add them to the washwheel until a good suds is formed, run it for seven or eight minutes, then dump it. Repeat this operation as many times as is necessary to remove all deposits. After the work has been stripped of accumulations, regenerators are needed only in the bleach bath. When stripping heavy deposits, it is best to continue baths until the work is entirely clear. If the process is discontinued before completion, the result may well be a gritty surface from the partially dissolved and loosened particles. This surface will cause rolling and sticking in the flatwork ironer, and sticking on presses. So finish the job once you start.



Regenerators are not a cure-all for bad quality

Some operators have tried using regenerators as soap substitutes to the extent of replacing half of the soap tank with them. The first apparent results are that one uses less of this mixture to obtain a good suds than if all soap were used. This leads to a false conclusion. The lather or suds is there, but the washing solution doing the work is not nearly as efficient. Suds are an important indicator for soap, not necessarily for other compounds. A practical maximum is the replacement of up to 10 percent of the soap in the tank with regenerator—no more.

Incidentally, soap regenerators are an excellent aid in the washing of overalls and wiping rags containing industrial greases. These greases are often made with a base of metallic soap, not a detergent in itself. This soap may be converted to a useful form through use of a regenerator. This is best accomplished late in the formula when most of the heavy oils have been removed. Used too early in the formula, the regenerated soap may be redeposited by the heavy soil present.

Sap regenerators are also useful in the salvaging of badly stained goods. Stains resistant to other procedures are sometimes helped through soaking in a stock solution, then washing in the normal manner.

Poor quality may be caused by a great many factors. Fortunately, it is easy to tell if lime soap is one of them. First procure some regenerator through your supply man. Put some in a clean glass or bottle, shake it up, and prove to yourself that it will not build a suds by itself. Then pull a handkerchief out of a finished bundle, put it in the bottle or glass, and again shake. A suds means lime soap is present, graying your work. Use of a regenerator would help you.

Regenerators are not a cure-all for bad quality. Their purpose is to take care of the lime and acid soap that is unavoidably deposited on your work. They cannot offset a poor washing formula, or the faulty operation of your water softener, nor act as a shotgun remedy for poor practice. They can take care of the lime soap in a bundle previously washed at home, and that which is inadvertently formed even under close control. Their regular use will add a touch of quality to your washing that is virtually impossible to attain otherwise. ●



... with such jaw-breaking names as . . .

Don't miss next month's article on sour and blue.

We like our Robots

"The IVORY SOAP Laundry"
Quality Laundry Company
 2417 - 2421 LEXINGTON AVENUE TOLEDO, 6, OHIO

April 15, 1952.

Robot Laundry Machinery Sales
 Division of The Wolf Company
 Chambersburg, Pa.
 Gentlemen:

We are pleased to advise that our Robot installation of August, 1951, is proving most satisfactory.

It has reduced our washroom cost as predicted. Production has stepped-up, which is certainly a bright spot in today's labor picture.

Robot's automatic features have taken the guesswork out of our operation and established a consistency factor that enables us to maintain a high production level. We are also pleased with the supply savings effected.

We like our Robots and are glad to pass the word along to other plant owners.

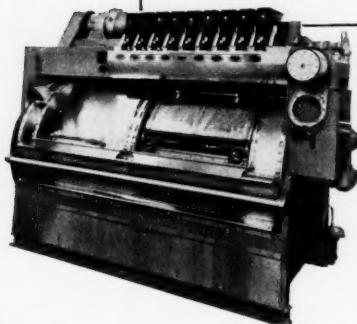
Very truly yours,
 QUALITY LAUNDRY COMPANY,
 By J. Paul Upson
 C. O.

J. Paul Upson/fd.

says...
TOLEDO
 let ROBOT
 Save You . . .

- TIME
- SUPPLIES
- LABOR
- SPACE

 and increase
 your Customer
 Satisfaction



Write to-day for full information and descriptive literature.

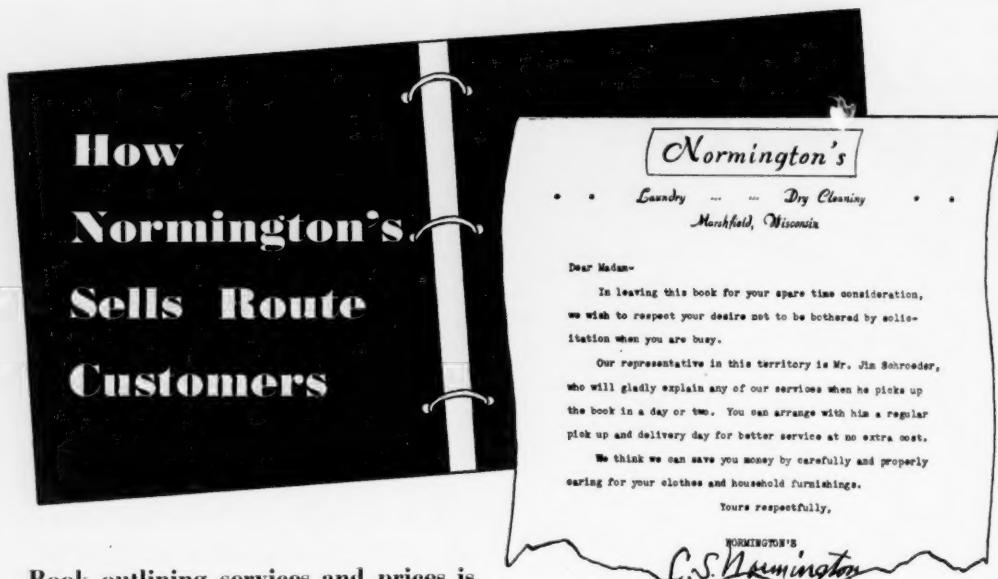
ROBOT

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

LAUNDRY MACHINERY SALES
 CHAMBERSBURG . PENNSYLVANIA



DIVISION OF
 THE WOLF COMPANY



Book outlining services and prices is left with customer on first call; makes for effective and dignified solicitation

By CHAS. S. NORMINGTON
Normington's, Marshfield, Wisc.

THIS IS NOT an original idea in sales promotion, but I do believe its application to our business is original. It was conceived one stormy afternoon last winter when the local Fuller brush man called at my home to leave the folder his company uses in their sales work. The presentation was a colorful folder picturing brooms, brushes, mops, etc. with a short description on the use of each with the price.

This was the last stop of the day so I asked him in, mixed a drink, and we started talking sales. He said he left 50 books a day and picked up 50, leaving a bottle brush when he picked up the book whether he got an order or not. The many items he had to sell made it impractical for him to try to point out all of their advantages on one solicitation, besides taking too much of the housewives' time and his also. (Our problem exactly.)

Normington's have spent many thousands of dollars on sales promotion over the years—newspapers, radio, routemen's contests, specialty advertising, billboards and what have you. We have had routemen's sales meetings once a month for years. Routemen leave the plant full of vitamins and vinegar, really work hard, get a few to listen to their story and some results. However, this cold turkey solicitation is a rough road for anyone and a few turn downs or bad weather does dampen the enthusiasm of the best men.

Our routemen were all for the book idea. So I started out by contacting several advertising printers. All agreed it was a good idea, but too expensive to produce and sell at a profit. So we made our own. We wrote our own copy, cut pictures out of magazines, and used some inserts where they were what we wanted.

We built 50 books, 10 for each routeman. True, they were not all alike but they answered the purpose. We decided on a glass towel, enclosed in a glassine envelope, as a gift. Each was embroidered in green, "Compliments Normington's," the thought being an automatic reminder of Normington's everytime the housewife used the towel to dry dishes.

The distribution is no hit and miss proposition. Routemen are required to leave the books by streets or solid blocks with customers and prospects alike. They must turn in the yellow report blank showing the name and address where the book was left with pertinent information. New towels are issued by our office for each name turned in, to prevent any reckless waste of towels.

We require a minimum of 10 reports each week from each routeman. That means 20 extra stops each week for every routeman. Some men turn in 15 to 20. On checking, I find the men with the largest routes making the best salaries are the ones who distribute the most books.

Customer acceptance and reaction has been even better than our fondest expectations. We started using the books last August and will continue, for it has proven to be the best method of route selling we have ever tried.

The letter on the first page is self-explanatory. The

Editor's Note: When we first heard about Mr. Normington's route sales presentation, we asked him to supply details for a feature article. This he did, and the information he provided is so well expressed that we are happy to publish it just as he sent it in.

HOW MONEY IS MADE IN THE LAUNDRY BUSINESS...

FULL CONTROL
OF YOUR
WASHROOM

SPARKLING
WASHES

SATISFIED
CUSTOMERS

UNIFORM
QUALITY
WORK

MORE TIME
TO GET
NEW BUSINESS

It's homogenized

In these times, to meet home washing machine competition, you've got to go out and fight for new business. First, however, you've got to put your house in order and produce top quality work. There's nothing like homogenized PRIME SÖHP to do that job. It performs miracles with the wash — uniformly, consistently. And it gives you more time to plan how to bring more bundles into your plant. Order a trial barrel today.

By the makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blue

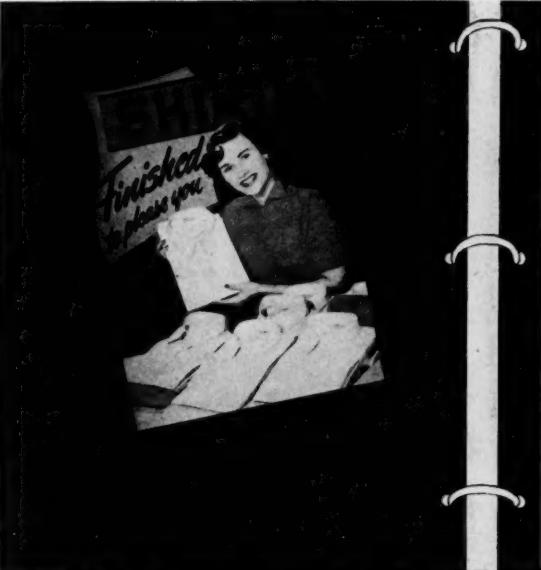
BEACH SOAP COMPANY, LAWRENCE, MASS.

USE HOMOGENIZED

NEW
HOMOGENIZED
PRIME SÖHP

EVERY GRAIN IS BUILT THE SAME
SOAP AND BUILDER
CANNOT SEPARATE

PRIME SÖHP



HUSBANDS SMILE

*When they put on a shirt
pressed at Normington's*

Some women can iron a shirt by hand and do well. Most of you don't like to because it's hard to please men.

Normington's PRESS, not iron, thousands of shirts with specially built steam heated presses. One for sleeves, one for cuffs and collars, one for yoke, one for the front, one for the rest of the body of the shirt.

Small wonder then, isn't it, that Laundry pressed shirts

Make Husbands Smile.

Priced 21 cents Each - 5 for \$1.00

*Pressing 14¢ each when included
with Family Wash*

Spread from customer book tells Normington's shirt story with two pasted bundle inserts. Note that prices are included

message on each page throughout the book is written so the customer understands our story. She and often times her husband read and discuss it when they finish the evening paper and the supper dishes are done. It does not require a super salesman to present your sales talk. The routemen like it.

The sales in both laundry and drycleaning are ahead of a year ago for the period.

We are located in a city of 12,000, a typical small town. When we have covered every home in the city, we will start over, for the idea is something the routeman and the customer can really sink their teeth into. We think the many opportunities it offers for follow-up on any item the housewife shows interest in are unlimited. The same is true with any sales idea. Results depend on its continued use and effort. •

Proper Care in Finishing

- ✖ WORSTEDS
- ✖ GABERDINES
- ✖ FLANNELS
- ✖ TWEEDS
- ✖ SHARKSKINS
- ✖ CORDUROYS

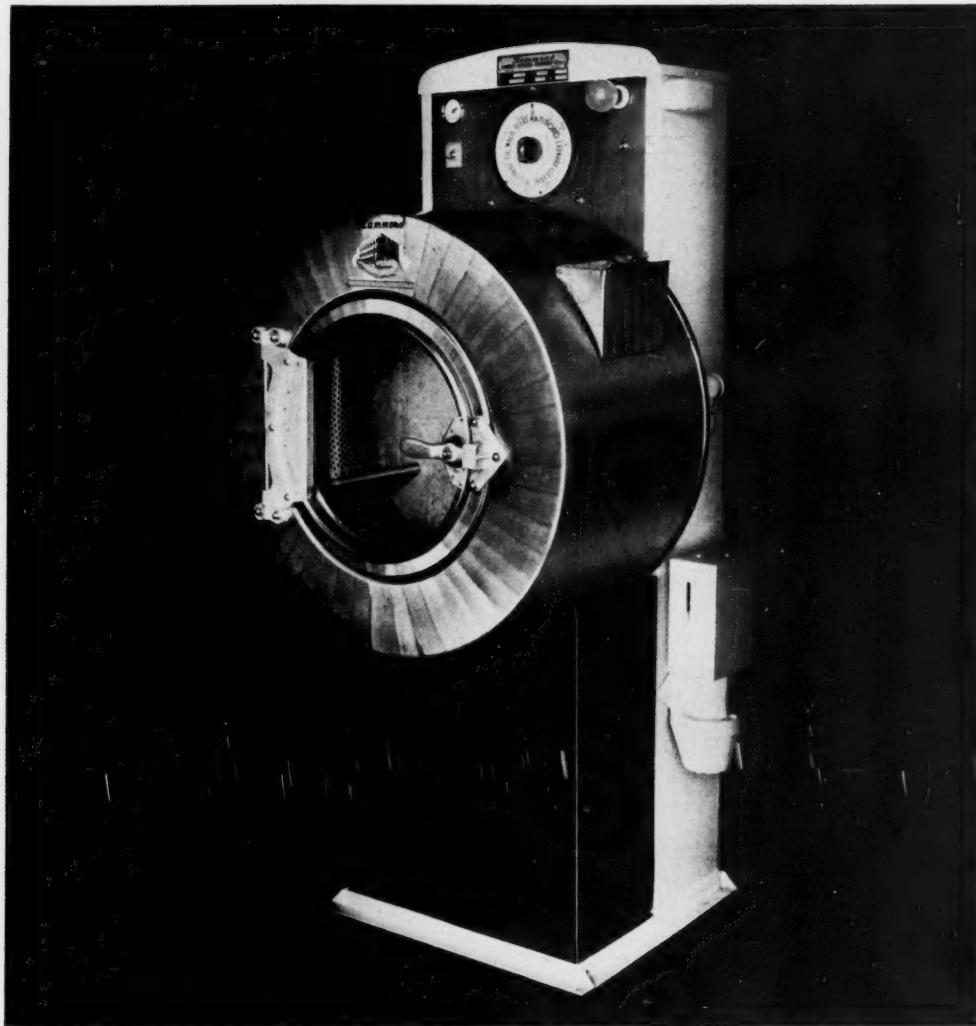
Makes a World of Difference to your Suits.

"We Realize That Fact"

- ✖ MEN'S SUITS . . . \$1.25
- ✖ TOP COATS . . . \$1.25



Careful finishing of men's suits is stressed with bundle insert pasted in at left, picture cut out from magazine at right



ANOTHER HAMMOND ENGINEERING TRIUMPH!

Midget-Matic OPEN END WASHER

The Hammond all-stainless steel Midget-Matic is specially designed to meet every operator's need for a heavily constructed, small capacity washer that will give dependable, thorough service. Available in manual or fully-automatic controls.

STANDARD OR SPECIAL FORMULAS

Standard formula on the Midget-Matic gives you four formulas on one control disc. One for normal loads—one for light loads. Also a long and short run for wool runs. However, any special formula can be furnished, pre-set up to one hour's duration. The Midget-Matic is guaranteed to streamline your operations.

SPECIFICATIONS

- Cylinder size—30" x 15"
- Dimensions—32 1/2" x 30" x 70" height
- Motor—1/3 HP single phase 110-220 volt—60 cycle—1750 rpm.
- High or low level water fill
- Automatic lubrication system
- Automatic belt tension adjustment
- Shipping weight—600 lbs.

Hammond
LAUNDRY-CLEANING MACHINERY CO.
WACO • TEXAS

Rhapsody in Bellew

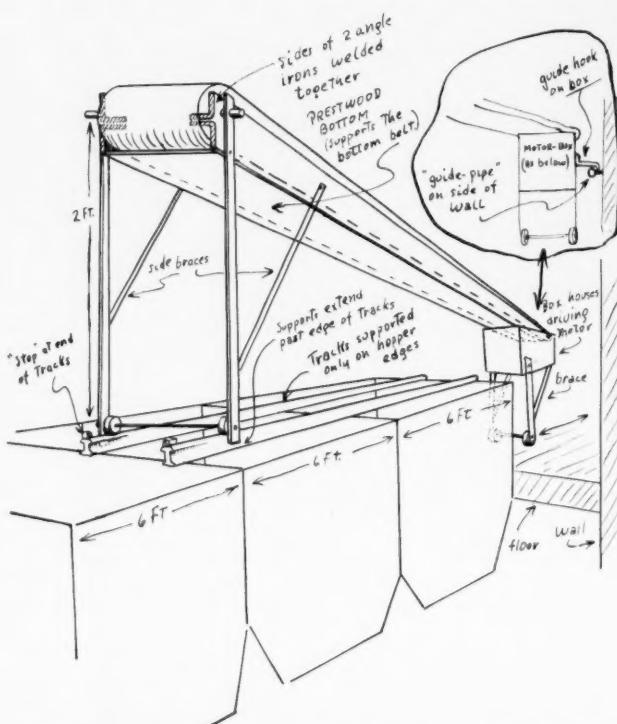


Washwheels Remove Paint

Seeing as how this is being compiled in April, it's only natural to be thinking of the seasonal chore of getting the storm windows down and putting the screens up. Which reminds me of a fine laundry in St. Louis that won't let me credit them with a whole raft of swell gadgets they've made available to me. Anyhow, one of the owners took me into the washroom and pointed out a washer full of *window screens*.

Seems he'd been fighting the things for years. This year all the old paint had to be removed before repainting, and with about 60 of them to do, it looked like a hopeless task. First he tried paint remover on one, and it took a gallon of paint remover and 2½ hours time, plus the job of neutralizing the stuff so that the paint would stick. Next he tried to burn it off with one of those hot-plate gadgets that soften the paint so you can scrape it off with a putty knife. This took an hour and a half per screen, and it looked like all his spare time for the entire summer would be taken up. Hence the washer full of screens at the laundry.

He was able to remove the paint from all the screens in just about two hours. Placing the screens in some idle washers, he gave them a half hour caustic bath, rinsed them with a hose, gave them an oxalic bath to neutralize the caustic, and dried them in the bottom of his curtain stretcher. (Now he can play golf all summer.)



Hopper Loader

From a St. Louis plant (doesn't want the name mentioned, darn it) comes an easier way to load those tall hoppers used so much now in the drycleaning departments. For that matter, the idea could be used in the laundry too.

They have three tall hoppers in the mark-in department. Each is six feet square at the top, which means 18 feet across the top of the three. To keep from interrupting the markers with the loading operation, the engineer came up with this scheme.

He first laid two little tracks across the tops of the three hoppers. Then he knocked out a hole in the wall at the second floor level of the room adjoining the mark-in room. A light belt conveyor was

then constructed to reach the farthest hopper from this second floor level, which made the conveyor roughly 18 feet long. The conveyor sides are made of two, two-inch angle irons welded together for rigidity, and the bottom, which supports the return belt, is made of pressed wood.

The unloading end is about two feet above the tracks, and is held up by two braced steel supports which extend from the axle of the conveyor roller to the axle of two little flanged wheels which run along the tracks. The supports extend slightly below the wheels so that there is no danger of track jumping.

The other end of the conveyor rests on a box which houses the motor and reduction gear. This box

IT'S NEW • IT'S NEW • IT'S NEW

DRISUDZ JOINS THE FAMOUS COWLES LINE

A NEW, COMPLETE ALL-THE-WAY-THRU LAUNDRY PRODUCT

DRISUDZ is entirely new—not just another built soap—not a mechanical mixture.

DRISUDZ is a completely reacted homogeneous laundry detergent. A brand new product made by a brand new process, developed by Cowles Research.

POWERFUL BREAK—DEPENDABLE SUDS

DRISUDZ on the break gives you immediate, powerful, colloidal dirt-loosening alkali pressure.

DRISUDZ in the suds operation gives you quick penetration of imbedded stains and emulsifying action to prevent soil redeposition.

SIMPLE—EASY TO USE

No need for extra alkali or soap on most of your work. Just add DRISUDZ and watch the rich, creamy, go-to-work suds remove soil and stain as never before.

DRISUDZ is dust free, quickly and completely soluble, easy to apply—without waste—dry or in solution.

Your Cowles Technical Man will show you how easy it is to turn out snappy work, consistently, with DRISUDZ. Call him today through your Cowles Dealer or write us.



COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

Cowles

LAUNDRY PRODUCTS

ESCOLITE

ESCOLLOID

DRISUDZ

ESCOL 77

DESOIL

ESCOMO BLUE

SOILSORB

CHLOR-EX

OLIVESCO

ESCOFOR

ESCO-SAVON*

*East of Rockies Only

*Good Working
Way
Good Will*

is considerably below the end of the conveyor, and is also upheld by braced steel supports attached to a pair of wheels. The entire conveyor can be slid backwards or forward, according to which hopper is to be filled. A sort of hand rail runs along the wall at the side of the motor box and a guide clamp from the box to the hand rail keeps the contraption in line at all times. The biggest problem was to determine the height of the control end of the conveyor so that it would clear the nearest hopper.

Most convenient of all is the fact that the elevator shaft runs right up along the wall by the loading end of the conveyor. Another hole in the wall makes it easy to bring up work to be loaded into the hoppers.

	Temp	Water Level	Time	
BREAK	90°	8"		ALKALI SOLUTION
SUDS	120°	6"		(AMBER) SOAP
SUDS	160°	6"		(AMBER) SOAP
BLEACH	160°	6"		(RED) Bleach
BLUE				(BLACK) Blue

Chart for Washmen

Herbert Hering, plant manager at the Ideal-Troy in Peoria, Ill., told me how he got a good job of washing from illiterate help in a southern plant. With his washroom men unable to read, it was a problem to insure their following his washing formula. He finally hit on the idea of using a big chart.

This chart was about four feet high by six feet long, put up in a conspicuous place in the washroom. Detailed instructions were useless, so each step in the process was illustrated on this big board.

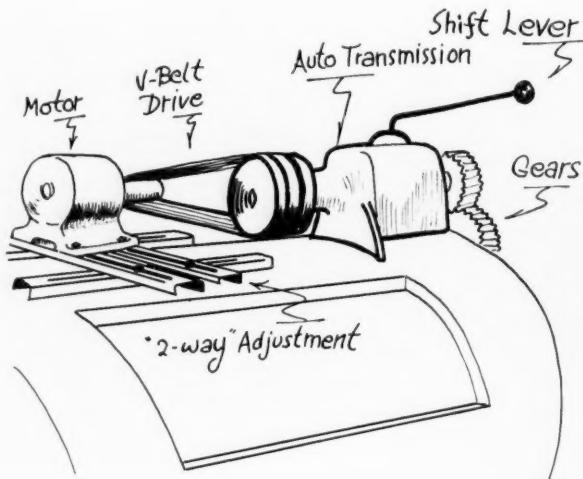
Since the washmen were able to read numbers and a few simple words, the temperature of the water and the level in inches was shown for each step, with the supplies and the quantity of each indicated by buckets, and the running time.

For instance, the break showed water at 90, water level at 8 inches, and the running time all on the same line. Following this on the same line were the drawings of three buckets, painted white to indicate the alkali solution used.

In the following steps, the pails were amber or yellow-colored to denote soap. Bleach buckets were

painted red since they all knew the danger connected with this supply. Blue, of course, indicated just that.

According to Herbert, the washroom from then on was the least of his worries.

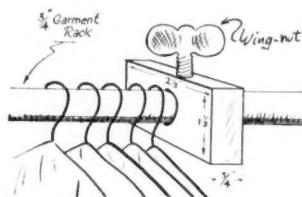


Washer Handles Wetcleaning

In a St. Louis plant, here's how they rigged a three-speed washer in the drycleaning department for handling wetcleaning jobs. An auto transmission was installed on top of the washer and connected to the drive gears of the wheel. The wheel's drive motor was fitted up with a base allowing a "two-way" adjustment so that a V-belt arrangement could hook up with a pulley on the transmission. The shift-lever of the transmission was bent sharply so that the operators could select the various speeds with least effort, and it works like a charm.

The wheel now has a "regular" speed, "intermediate," and for work requiring very little mechanical action, a very low "low-speed."

of the short pencil stubs around the plant that are too small for normal use. Radio repairmen use what is called "spaghetti tubing" to shield wires in a radio. The larger size tubing is just the right size for acting as a sleeve to hold two pencil stubs to make one normal length pencil. Simply insert the stub pencils into the tubing so the eraser ends are together, and get another couple days wear out of them.

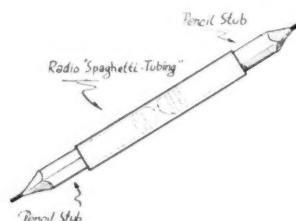


Stop for Truck Rack

At the Model-Paris Laundry in Streeter, Ill., Manager Harold Blackford showed me how his drivers keep drycleaning orders from sliding back and forth on the racks of their trucks. A 2 1/2-inch piece of 1 1/2 x 3/4-inch metal bar stock has a hole drilled through its center so that it fits loosely over the 3/4-inch pipe rack. Drilled and tapped to hold a wing-nut in one edge, this piece of metal can be positioned anywhere along the rack to keep garments from sliding or swinging in any direction. ●

Pencil Preserver

Here's a quick one that some of my more thrifty readers will enjoy. If you are losing too many pencils off the front office counter, make use





FORMATIC Shirt Unit with Automatic Sleeve Finisher (left) and Automatic Folder (foreground) at Sunbrite Laundry, Elizabeth, N. J.

"This unit turns out BEAUTIFUL shirts- ... and We Cut Our Costs 25%"

Mrs. Jeanette Osofsky, President of Sunbrite Laundry, Elizabeth, N. J., finds that high-quality work goes hand-in-hand with reduced costs since installing new 3-operator FORMATIC Shirt Unit. Besides these gratifying results, Mrs. Osofsky reports that FORMATIC makes it "very easy to break in new girls, thus keeping the Unit in operation at all times regardless of who stays out for the day."

These remarkable benefits, plus production of 34 or more shirts per operator per hour, are common with FORMATIC because:

• FORMATIC Unit requires only 3 operators to produce as many or more shirts per hour as fastest 4-girl unit.

• FORMATIC Automatic Sleeve Finisher measures sleeve lengths automatically, for perfect ironing from shoulder seams to cuffs. Eliminates sleeve form and sleeve press . . . saves several operations.

• FORMATIC Press irons entire shirt front and body in one operation with a beautiful "form-fitting" finish. Eliminates body press . . . again saves several operations.

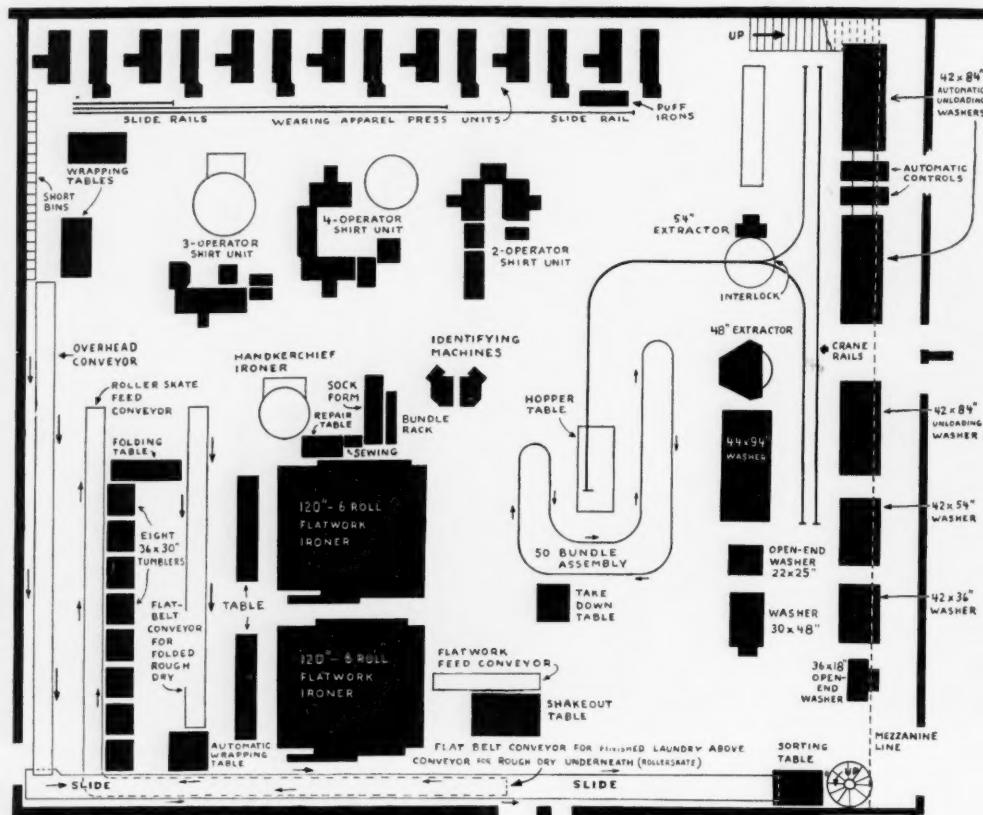
• FORMATIC Automatic Folder completely and uniformly folds shirt in only 2 seconds without mussing the fine quality finish. Eliminates need for skilled folding operator.

Improve YOUR shirt finishing quality and cut costs with FORMATIC. WRITE TODAY for complete information on full Unit, or ask your American Representative about converting your present shirt unit to FORMATIC with Automatic Sleeve Finisher and Automatic Folder.



The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



Main work room of Best Way's new plant occupies approximately 6,600 square feet of space on the ground floor. Diagram above, to scale, indicates position of each major piece of productive equipment, plus conveyor systems and the direction of work flow. Broken line along right side of drawing indicates extent to which the mezzanine floor overhangs the line of washwheels.

New Laundry Features Conveyers

Modern layout, smooth work flow result
in lower labor cost, happier workers

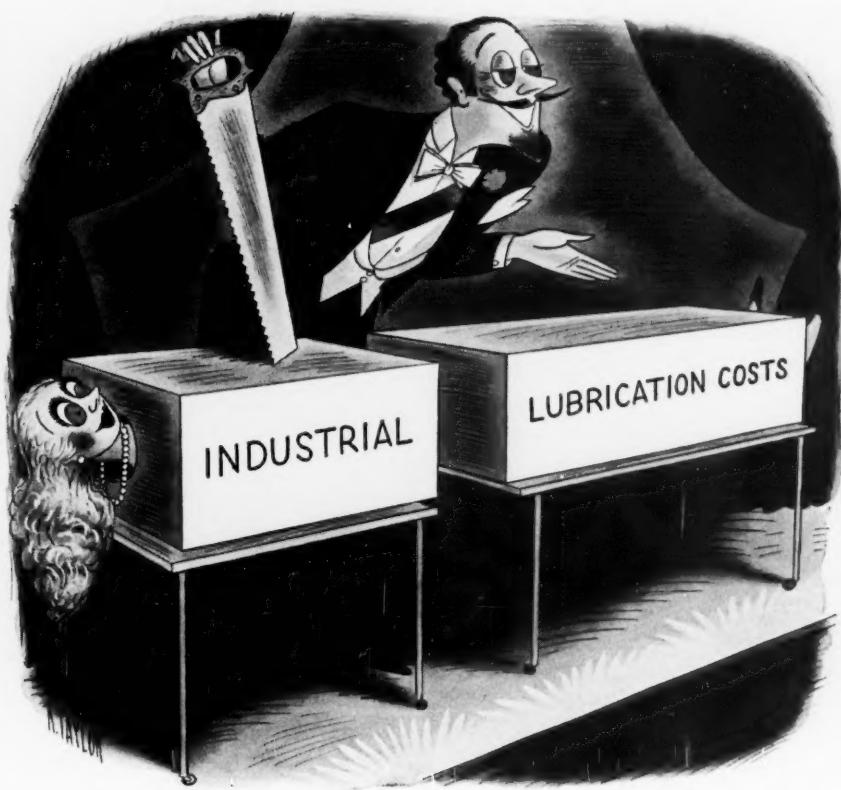
By JAMES A. BARNES

THE BEST WAY TO REVAMP a family laundry plant is to build a new one if you can afford it. That is the thinking of Henry Smith, Jr., and his son, Marlan, of Best Way Laundry Service, Inc. in La Grange, Illinois. Following their own advice, they did just that and the result is the answer to a laundryowner's dream.

The company had been in business at another location in town for a good number of years but, inasmuch as the premises were under lease, it was impossible to make some much-needed structural changes. So they

bought a piece of property about the size of an average city block a few hundred feet east of the old plant site, engaged the services of Mittelbushier & Tourtelot, a firm of architects and engineers in Chicago, and began planning the new laundry. Last November the doors opened on a brand new building which, together with the new equipment they have installed, cost well over a quarter of a million dollars.

Of simple, functional design, the brick building is pleasing to the eye. Situated at a street intersection, an



Nice trick, and you can do it...with Pure Oil Industrial Lubricants

Many of the top-quality oils and greases in Pure Oil's complete line of industrial lubricants have been designed to do several different jobs, instead of one specific job.

And to do each job *equally well*.

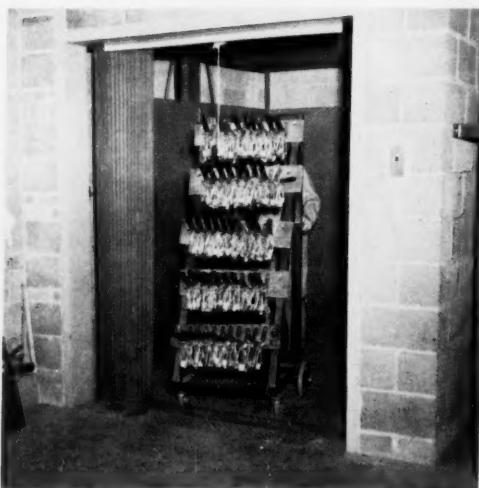
This enables you to do *all* your lubricating with *fewer* lubricants. In other words, you can

simplify and save...with
Pure Oil Industrial Lubricants

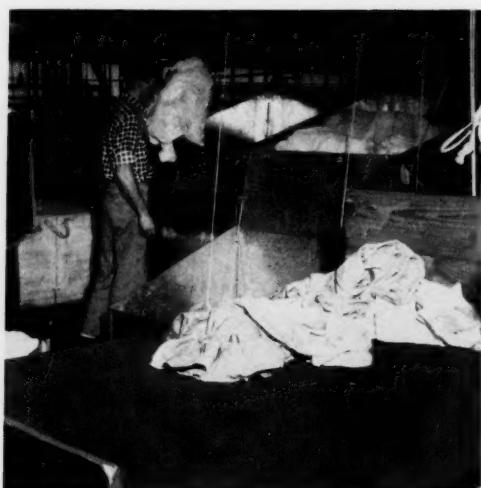


Be sure
with Pure

If you are interested in something that can definitely cut your costs (and who isn't, in times like these?), write: The Pure Oil Company, Industrial Sales, 35 E. Wacker Dr., Chicago 1, Illinois.



All work is brought from receiving room on ground floor to the mezzanine in trucks by elevator. Above truck is specially designed to carry net pins on key bars



Bundles are broken according to washing classification at tables on mezzanine, identified by pin and net, and dropped into chutes which carry them to the washwheels below

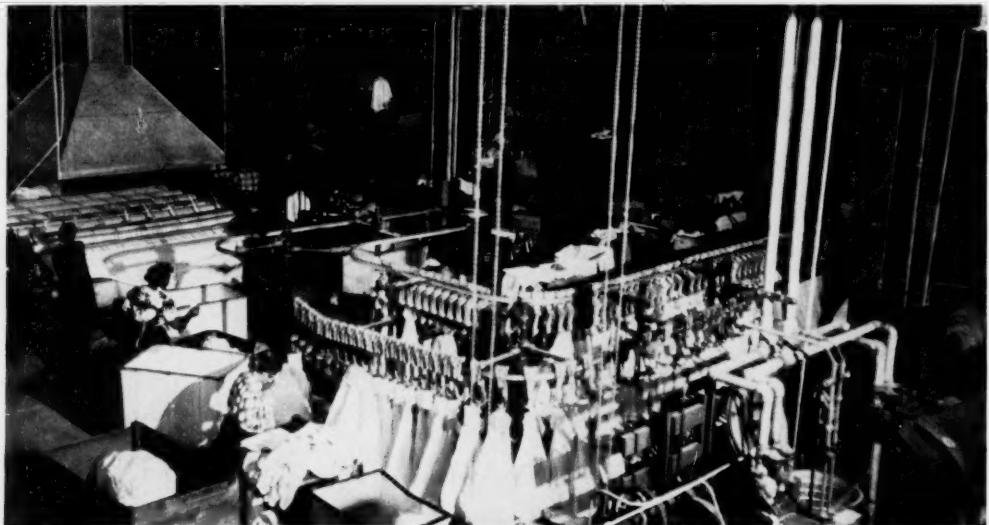
attractive call office faces the corner (see cover illustration). The call office measures 19 x 22 feet and the building extends 103 feet down one street and 129 feet along the other.

It is a one-story building except for a mezzanine, approximately 92 x 45 feet, extending along the eastern end. Two skylights run the entire length of the roof over the single work room which houses the washing and finishing equipment. Additional light is admitted through windows which run along the length of all four

walls. Glass in the windows and skylights is of a comparatively new type designed to admit light of a uniform quality and intensity.

All of these features have been incorporated in the new design to make the plant a pleasant place in which to work. Success of the scheme is reflected in the attitude of the employees. Every member of the working force gives a visitor the impression that he is in a "happy" plant.

Best Way's simplified system of work flow com-



After washing, work is conveyed by overhead crane rail from washwheels to extractors and thence to this 50-bundle monorail assembly station. Here a dispatcher (in checked shirt) assembles lots of work for travel by trucks to the various finishing stations



Prestige-wise and profit-wise, the most important work your laundry does is shirts! Perfect shirt finishing (the way Red Edge padded presses do 'em) is a *must*. Because, that's what your customers look for first when your bundle hits the home. Keep them "shirt-happy" and you'll keep them on your books as good, regular customers.

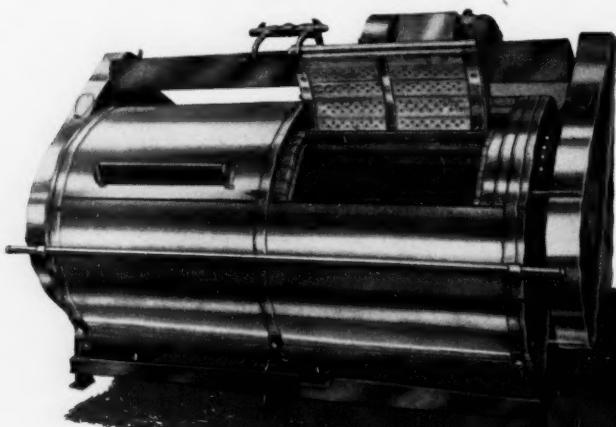
Red Edge Knitted Padding is different . . . it soaks up steam, forming a firm but springy press surface that gently protects work while applying just the right pressure. Shirts come out smooth and uncreased, cuffs and collars crisp and wrinkle-free. In fact, all flatwork and body clothes are done better, handsomer and easier with Red Edge. Dress all your presses and flatwork ironers with Red Edge. It gives you true economy plus the beautiful finish that wins friends and influences new customers.

RED EDGE

Knitted Padding

KNITTED PADDING CO., CANTON, MASS.

PROVEN BY PERFORMANCE



THE NEW
Cummings-
Landau

NOISELESS WOOD WASHER

with foolproof, pinchproof
stainless steel cylinder doors

*Engineered and
Manufactured by*

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., INC.

305-317 TEN EYCK ST., BROOKLYN 6, N. Y. • Over a Quarter Century of Laundry Machinery "Know-how"

mences and ends with the route salesmen's trucks. Truck space is an integral part of the building, completely enclosed so that drivers load and unload their trucks under cover. Height of the loading platform is level with the rear doors of the trucks so that no unnecessary lifting is required. Work is rolled in hampers from the trucks to a freight elevator at one end of the loading platform. The elevator runs to the mezzanine where the bundles are broken and classified according to washing classification. At this point the loaded nets

are dropped by chute to the proper washwheels on the floor below.

Some of the chutes lead directly to unloading-type washers where no further handling of the nets in the washroom is necessary until after the washing cycle has been completed. However, other chutes open behind the line of unloading-type washers into waiting trucks in which the nets are rolled to the other washers.

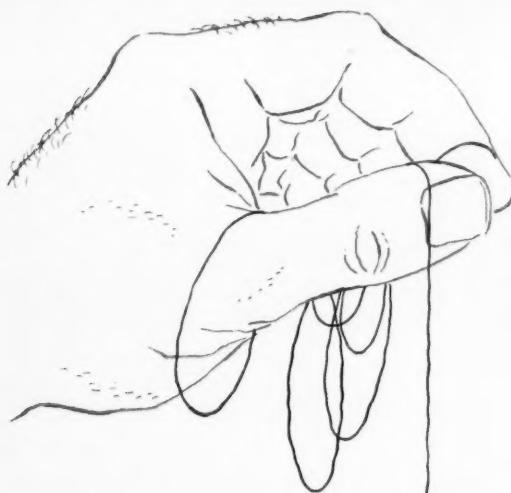
After washing the work is conveyed through the plant by a series of crane rails, monorails, flat belt conveyors,



Fluff dry is separated from flatwork on table at far right. Girl at center has placed box of rough dry on "roller skate" conveyor at left which will carry it directly to the tumblers



Skate conveyor runs along line of tumblers. After tumbling, work is rolled to folding table



starting point...

Metso Detergents— starting point for good formulas...

The right start for low-cost quality washing is a Metso Silicate Detergent. Metso takes out more soil, helps soap and synthetic detergents to do a better job; in fact, gets the best from each washwheel supply.

Metso Silicate Detergents (properly balanced alkali-silica) insure maximum soil removal because they:

Wet the load fast

Rapidly saponify or emulsify oily soil

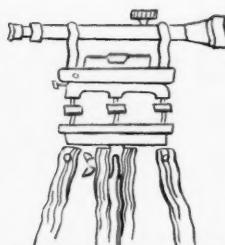
Build volume, stable suds

*Maintain alkali pressure for
economical washing*

Prevent dirt re-deposition

Now is the time to survey formulas. Set them up with Metso Detergents for greater efficiency. For operators' guidance, write your formulas on our wall chart, mailed to you free.

PHILADELPHIA QUARTZ COMPANY
1160 Public Ledger Bldg., Philadelphia 6, Pa.



*Metso Detergents fit all formulas—
white loads, colored loads,
short formulas, liner supplies, diaper
washing, wiping rags.*



PHILADELPHIA QUARTZ COMPANY

Please send _____ formula charts.

Send up-to-date information on Metso Detergents

NAME _____

STREET _____

CITY _____ ZONE _____

STATE _____



At folding table girl receives tumbled work from boxes on skate conveyor of her right. After folding and weighing, she places work on flat belt conveyor at her left. This conveyor runs between flatwork folding tables, left, and rear of tumbler line, right, to the wrapping table. Folded flatwork is carried to wrapping table on same conveyor



At the wrapping table girls place bundles of rough dry work and finished flatwork on another flat belt conveyor which runs along the wall at her left. This conveyor carries the bundles up an incline to a slide which drops them at a table where they are sorted and dispatched according to route number

"roller skate" conveyors and slides. The accompanying drawing and photographs present a detailed description of the work flow. The conveyor systems alone are credited by the management with a reduction of the productive labor force by four workers compared with the set-up in the old plant.

The central distributing point

When studying the flow of work through Best Way's plant it is interesting to note that all finished work arrives by conveyor, completely packaged and ready for delivery to the customer at one table. This table is but a few steps away from a door which opens on the loading platform immediately adjacent to the freight elevator which carried the soiled bundle up to the mezzanine. Thus it can be seen that all work starts out and winds up at one central distributing point, lost motion and excessive handling are avoided in the plant, and integration of route delivery schedules with plant production schedules keeps finished laundry storage to an absolute minimum.



Finished shirts and wearing apparel are handled at a separate wrapping station in another part of the plant. Here girls at an automatic wrapping table place finished bundles on overhead flat belt conveyor which carries them to the same table for sorting according to routes that receives the other parts of a customer's bundle



View of flat belt conveyor as seen from the mezzanine. Conveyor system runs along two sides of the building, conveys work from two wrapping stations to slide in left foreground. Slide carries bundles to table, out of view at lower left, for dispatching to route salesmen's bins. Skate conveyor which carries rough dry work to tumblers is at the left of the flatwork ironer and runs under the flat belt conveyor system

For delivery with distinction



Smart as they come, the new Ford Courier has big 102-cu. ft. load space, long, flat loading deck and 44" wide-opening rear door for fast, easy package handling.

The New FORD Courier

You won't find another sedan delivery that combines such beauty with such downright low-cost usefulness as the Ford Courier. It's built to handle deluxe loads with safety and dispatch—styled to put the stamp of "quality" on your service.

For power, the Courier gives you two great choices. Famous Strato-Star V-8 now has 110-h.p.—101-h.p. Mileage Maker Six is the only completely new high-compression Six in the field. Both feature Ford's improved Power Pilot which gives you *most power from least gas*.

With the new, distinctive Courier, Ford also offers the handsome F-1 8-ft. Panel and the popular F-3 Parcel Delivery chassis that lets you add the exact type of custom-built body you need . . . with double the load space of the conventional light duty panel.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

Ford Trucks for '52 cost still less to run!



Handsome Ford F-1 is the longest, tallest panel in the half-ton field. Reinforced welded steel body has 160.3 cu. ft. of load space with up to 400 cu. ft. capacity. Forward located controls increase load space.



Rugged Ford F-3 Parcel Delivery chassis with windshield front end. Takes 7- to 11½-ft. bodies up to 400 cu. ft. capacity. Forward located controls increase load space.

FREE—MAIL THIS COUPON TODAY!

Check catalog you wish and mail the coupon to:

FORD Division of FORD MOTOR COMPANY
3283 Schaefer Road, Dearborn, Michigan

Courier Custom Delivery F-3 Parcel Delivery
 F-1 Panel Full Line Folder

Name _____

Address _____

City _____ State _____

Check here if student _____



Partially wrapped bundles are left open at end until customers pick them up. Neat stacks of folded work impress customers with quality

How One Quick-Service Operator Views the Future

New Jersey operator gives his customers what they ask for, watches his volume double in a year

By JAMES A. BARNES

MR. AND MRS. F. R. CARR, owners and operators of Hollywood Launderette in Elizabeth, New Jersey, are optimists. They took over a modest operation last June which had been operated by two successive proprietors before them. Gross sales were averaging \$200 per week. In the intervening 10 months they have doubled that dollar volume and they view the future of their business with a realism that inspires confidence in their plans.

"We want to continue to grow to the extent that our customers want us to, no more and no less," says Mr. Carr. "For instance, we are experiencing a demand for completely finished wearing apparel. It was true of flatwork finishing and it seems a natural development."

When the Carrs commenced operations the productive equipment consisted of the usual launderette machinery—25 home-type washers of nine pounds capacity each, three 36 x 30 gas-heated tumblers, two home-type dryers, and a 17-inch extractor. Since then they have added five 18-pound capacity home-type washers, replaced the home-type dryers and one of the tumblers with two twin-cylinder tumblers, and exchanged the 17-inch extractor for a 20-inch model. A 48-inch single-roll gas-heated ironer was added last December. Total floor space, divided between two rooms, is approximately 1,000 square feet.

Three services are offered—wetwash, family bundle and shirts. The first is priced at 35 cents per machine load with bleach and blue at five cents extra each. Additional charges are 10 cents and 25 cents for extracting and tumbling respectively.

There is a minimum charge of 75 cents for the family bundle. In this service all flatwork is ironed and folded. Wearing apparel is tumbled and folded at 12 cents per pound in the family bundle regardless of

the total weight of the bundle. Each customer's work is washed in a separate washer with fugitives separated and washed individually.

In processing the family bundle all work is spun-dried in the washer and then goes to the extractor. If the load does not contain any flatwork it is extracted for three minutes. If it does include flatwork, extraction runs for seven minutes. Following extraction the bundle is separated into two parts—flatwork and dri-fold. The former goes to the ironer while the latter goes to the tumbler.

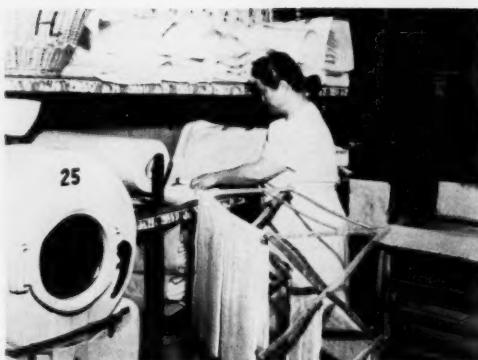
As Mrs. Carr finishes ironing and folding the flatwork, the dri-fold from the bundle is brought to her from the tumbler for folding, matching up and partial wrapping.

Packaging

Note that the bundle is only *partially* wrapped. The Carrs have found that, by leaving the finished bundles open at the ends, customers coming into the store are free to *see* what kind of work they are getting. This has proved to be a valuable selling feature and has elicited much favorable comment from their customers. As each customer calls for her bundle Mrs. Carr takes it from the shelf and seals up the ends.

Almost all of the family bundle work is washed in the 18-pound washers. However, depending on the flow of work through the plant, it may be advantageous to use these machines for wetwash too. If so, bundles consisting of more than nine pounds of all white work or over nine pounds of colored work are loaded in these machines at 70 cents per load.

Flatwork finishing was made available because the



Mrs. Carr operates Hollywood's one-man flatwork and wrapout departments. Ironer is at right, line of washers runs along wall to left



Other member of the man-and-wife team, F. R. Carr, unloads work from tumbler into customer's bag

customers asked for it. At the end of the first two weeks of this service the store was averaging 25 bundles per week. Today the weekly average is between 50 and 60 bundles with an average weight of 15 pounds.

Shirts

Shirts are priced at 17 cents apiece, the prevailing price in Elizabeth. They are neither washed nor finished on the premises but are picked up once a day by a wholesale shirt laundry. Here again, however, the mere offering of the service has served to attract more customers and more bundles to the store. The Carrs first offered the service last September and they laughingly refer to the first week's volume—9 shirts. But by the middle of October it hit 23 in one week and the first week in November saw the 100 mark reached. Today the weekly average runs around 200 shirts.

Some customers still load their own machines at Hollywood but most do not. There is no service charge made for loading. Wetwash and bundles containing no flatwork for finishing are ready within an hour. Finished flatwork is on what the Carrs call two-day service. Actually, if it is in the store on Monday it is ready for pick-up on Wednesday under normal conditions. However, there have been times when it has not been possible to meet this schedule. To date this has posed no serious problem but the Carrs, with an eye to the future, have been studying new types of equipment and layout and, when the next changes are made, increased ironing capacity will be provided for.

Speaking of future changes, the first problem up for solution is that of washing fugitives from family bundles. As noted, they are presently washed separately in an individual washer at no extra charge. This does not hold true in the case of wetwash bundles. The regular 35-cent charge for use of an extra machine applies. Therefore, Mr. Carr explains, they are now considering some form of pin and net identification for the washing of fugitives from more than one bundle in the same washer.

The only type of advertising Hollywood uses is the classified telephone directory. When considering their first insertion last December they decided to offer to pick up bundles just to see what reaction they would get. They now know that this advertising has paid off because an average of four new customers a week call, refer to the ad, and ask for someone to pick up their bundles.

Once a day Mr. Carr gets in his automobile and calls on those customers or prospects who may have phoned in. He accepts only family bundles (no wetwash) on these calls and the service charge is 25 cents per call. He tells each housewife about the store and asks them to visit it if they would like to do so but he does not urge them to bring their work in.

Some customers have asked him to call once a week on a regularly scheduled day and he does so. He estimates that four percent of his total number of customers are now on home delivery service. Their bundles average around 14 or 15 pounds each and this business is steadily growing.

The neighborhood in which the store is located is predominantly residential but there are two large supermarkets within a block with spacious parking facilities. Many housewives drop off their bundles on the way to these markets and pick them up on the way home. Elizabeth is a city of 120,000 population. Some of Hollywood's customers come from as far away as five miles but most of them live in the immediate vicinity of the store.

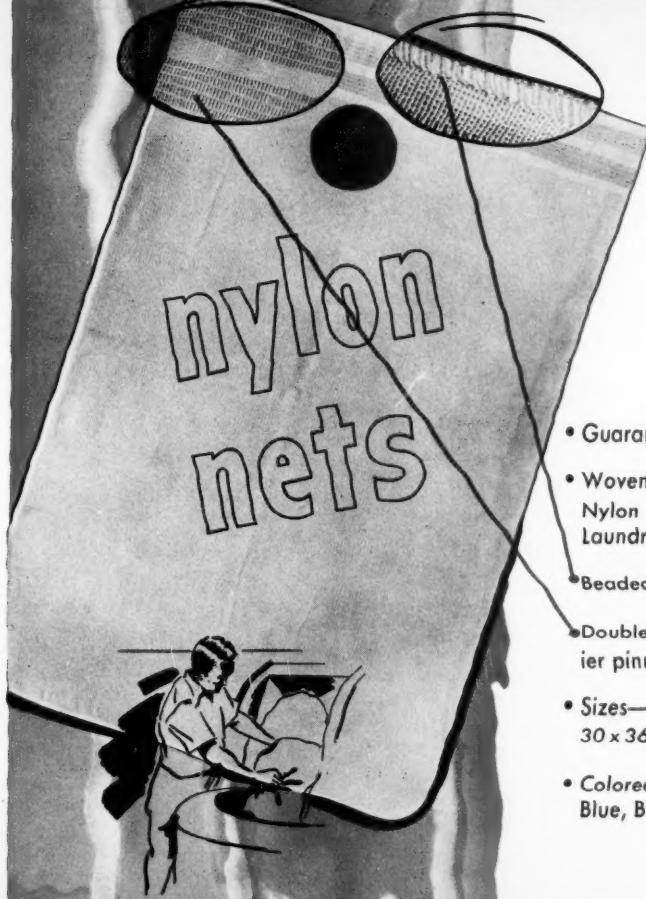
Family operation

The only person on the payroll other than Mr. and Mrs. Carr is their son who works at the store on Saturdays and after school hours. When they first took over the management, store hours were from 8:00 a.m. to 8:00 p.m. every day. The store now stays open until eight in the evening on Monday and Friday only, closing at six on the other days. This has had no adverse effect on the business.

When speaking of the future, Mr. Carr always talks about his "new location." Present space will not permit the installation of a shirt finishing unit but he definitely wants to start finishing his own shirts as soon as he can. Also, he fully realizes that he will soon need increased flatwork finishing equipment. Then, what about his increasing volume of "route" sales? Where will he garage a truck or trucks when he acquires them? The plant has a boiler now but it is only large enough to supply his present hot water requirements. New equipment will require steam and compressed air.

None of these problems seem to worry Mr. Carr. He says that many large firms have had humble origins and, just as long as his customers continue to request additional services he will solve his problems, render those services and watch his business grow. •

"WASHMOR"



nylon
nets

- Guarantees the lowest cost per wash
- Woven with the Heaviest and Strongest Nylon yarn developed by "du Pont" for Laundry nets
- Beaded edge for ease in handling
- Double pinning band for longer life, easier pinning and maximum capacity
- Sizes—12 x 18, 15 x 18, 18 x 30, 24 x 36, 30 x 36, 30 x 40
- Colored Edges—Red, Green, Orange, Blue, Black

Manufactured and sold only by:

TINGUE-BROWN

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1227 Wabash Avenue, Chicago 5, Illinois
1765 Carter Ave., New York 57, N.Y.

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Harrison 7-0083
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& CO.



Directors and guests, seated l. to r.: Jerome A. Goldurs, Cleveland; Herman Gitlow, Philadelphia; Edward Weinburg, Chicago; Herman Rosenfeld and Bernard Kessler, Philadelphia; Alvin Shnider, Toledo; Ruben Felman, Pittsburgh. Standing: George Russell, Washington, D. C.; Robert Mandel, Richmond Hill, N. Y.; Eli Birer, Hempstead, N. Y.; Frank Brooking, Chattanooga; David S. Abrams, Seattle; Herbert Diamond, Philadelphia; and Carson Leatherwood, Dallas. Not present: Edward Auslander, Chicago, and F. Norbert Cannon, Washington, D. C.

Diaper Service Operators in Chicago

OVER 180 DIAPER SERVICE plant operators, allied tradesmen and their wives gathered in Chicago for the seventh annual convention of the Diaper Service Institute of America on March 23rd through 26th. The meetings of this vigorous, growing organization were as well attended and stimulating as in the past and active audience participation marked the close of each morning and afternoon session.

Each of the six sessions took the form of a town meeting forum at which a different group of DSIA members sat at the head table and led off the discussions following the assigned speakers. The first such meeting was held on Sunday evening. Eli Birer of Long Island Diaper Service, Hempstead, N. Y., delivered the keynote address following which Harold K. Howe, DSIA's Washington representative, discussed current problems arising from government price, wage and materials controls under the title, "Through a Washington Window." Leaders of the forum which followed were Morris Moscowitz, Lawrence

Kline, Alvin Shnider and Courtney Shanken.

On Monday morning the annual DSIA business meeting was followed by a talk titled "Selling YOUR Service" by Julius C. Dubin, manager of a Pittsburgh advertising agency which has had wide experience as merchandising counsel for one of the large diaper service operators in that city. Ruben Felman was moderator of the forum group which included Morton Schlaeter, Harvey Tucker and Eli Levine. The board of directors met at luncheon that noon and the afternoon convention session featured a talk by Gordon L. Nereim of Belknap and Thompson Co., Chicago, titled "How to Make Spur Results Stick." The speaker described the use of merchandise incentive plans as a means of increasing route sales. William Cullison was moderator of the forum panel, members of which were William Ross, Bert Rosenblatt and Arthur Aurbach.

Joseph C. Sherrill, of the Ellen H. Richards Institute at Pennsylvania State College, opened the Tuesday morning

meeting with a report on the DSIA research fellowship. Mr. Sherrill, who will receive his doctor of philosophy degree in June, will shortly join the faculty of the Texas State College for Women where he will continue to be associated with Dr. Pauline Beery Mack in research for various national associations of the textile maintenance industries. He was followed by C. S. Carney of the management engineering firm, Stevenson, Jordan & Harrison, who discussed the duties and responsibilities of management in the field of employee relations. Members of the panel who led the audience discussion following these talks were Kermit Hiller, Arch Poole, Albert Weinstein and Frank Brooking.

The fifth session was held on Tuesday afternoon and started with a presentation of the comparative costs of several anonymous member firms for the year 1951. Robert Mandel of Cupid Diaper Service, Richmond Hill, N. Y., presented the figures. Henry Auslander was moderator of the panel group and members were Warren Lau,

Edward Sturgis, Joseph Dunn and Irvin Gaines.

The concluding session on Wednesday morning was opened by Herman Rosenfeld, retiring DSIA president, who rendered the annual president's report. Bob Mandel and Bernard Kessler then led an active discussion on pilferage, describing the experiences they have had in their plants and preventive steps which may be taken. Other panel members were Jerome Goldurs, Joseph Breuer and Jacob Nelson.

Herbert S. Diamond of Humpty Dumpty Diaper Service, Philadelphia, Pa., presided at the presentation of awards for the best sales promotion idea for 1951. Representatives from ten member plants stepped to the platform and gave three-minute descriptions of the idea which had produced the most sales for them. A plaque was awarded the winner, Arch Poole of West End Diaper Service, Cleveland, Ohio. Herb Diamond and Morton Schacter of Diaper Service of Rhode Island, Inc., Pawtucket, won honorable mentions.

(Continued on page 72)



Large numbers of interested diaper service operators like the above group participated in the stimulating business sessions.

Star * of Every * Show *

DIRECT →
REDUCING
GEAR ←

EXCLUSIVELY ON

Cook
WASHETTES

Left:

Junior Washette
25 Lb. Capacity
Manual, Semi-Auto-
matic, Automatic

Below:

Twin Washette
25 Lb. Capacity, Each
Basket
Manual, Semi-Auto-
matic, Automatic

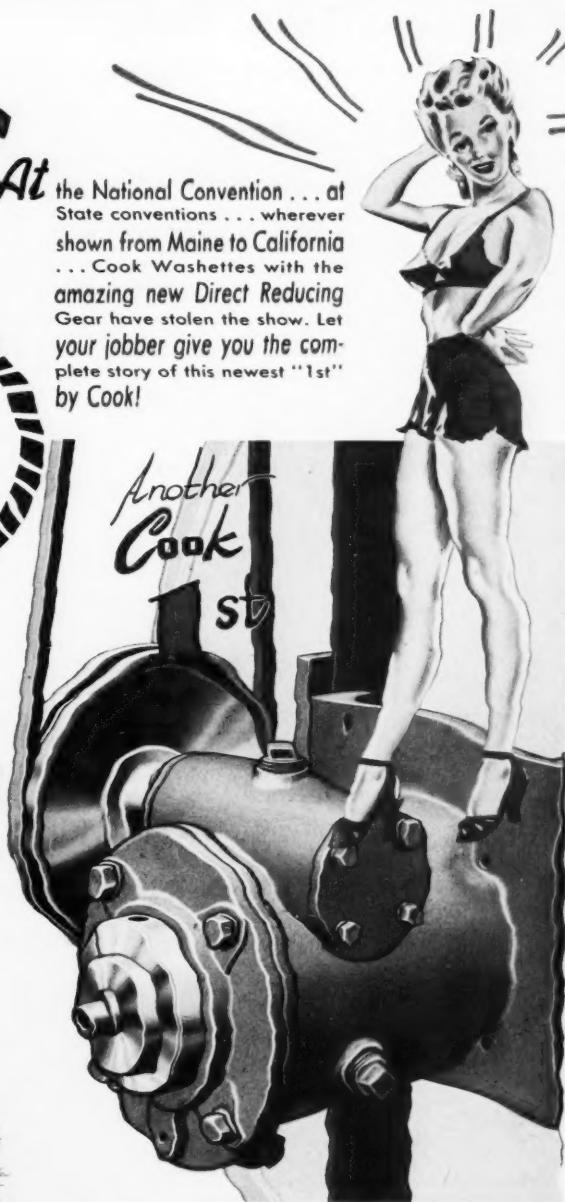


Other Cook
Washettes

50 Lb. Capacity
75 Lb. Capacity
100 Lb. Capacity

ALL STAINLESS STEEL

At the National Convention . . . at
State conventions . . . wherever
shown from Maine to California
. . . Cook Washettes with the
amazing new Direct Reducing
Gear have stolen the show. Let
your jobber give you the com-
plete story of this newest "1st"
by Cook!



CHECK THESE FEATURES:

1. Fully Guaranteed 1 Year
2. One Nut Tightens Belt
3. Not Necessary to Remove Guard to
Tighten Belt
4. Impossible to Misalign Belt
5. Worm Gear Operates in Bath of
S.A.E. 90 Oil

COOK MACHINERY SALES CO.
4322 COMMERCE ST., DALLAS, TEXAS

Laundry News Notes



GEARHART, ORE.—Mr. and Mrs. Fred Laubscher have sold the Gearhart Laundry on 6th St. to Mr. and Mrs. Fern Blacketer.

GRANTS PASS, ORE.—Mr. and Mrs. T. H. Turner are building up a commercial laundry department of their Help-Yourself Laundry.

CANYONVILLE, ORE.—Glen Peterson has opened Pete's Self-Service Laundry.

THE DALLES, ORE.—The Dalles Launderette has opened at 208 E. Madison St. It is operated by Al Balsiger.

CAVE JUNCTION, ORE.—The Bob and Ruth Shop has opened a self-service laundry in conjunction with the shop. Operators are Mr. and Mrs. Bob Rausch.

WAPATO, WASH.—Mrs. Mary Brim has completed arrangements for the opening of a laundry in connection with Modern Cleaners on Wapato Ave. New equipment is being installed.

RAYMOND, WASH.—Pacific Cleaners plan to operate a laundry department.



WEST, TEXAS—E. G. Wilson plans to open a laundry and drycleaning plant in the Gajdosik Shoe Service building.

GARNET, KAN.—Palm Cleaners have been named the local agency for the Ottawa Laundry.

MEADE, KAN.—Ted Winter is moving his laundry and cleaning business to the Louis Budd building from its previous location on North Fowler St.

HONIE, KAN.—Everett Neal is opening a self-service laundry.

HILL CITY, KAN.—Lila's Laundry has opened. Most of the equipment is of the automatic type, and shirt service is being offered.

CONCORDIA, KAN.—Mr. and Mrs. Bob Brillhart of Hill City have purchased the Serve Yourself Launderette from Mrs. Eda Feight and Miss Adelaide Mahon.

HUTCHINSON, KAN.—Fay Brown and Charles R. Craig have opened the Rock-A-Bye Diaper Service, 911 West 2nd. They have taken over part of the equipment of the Model Steam Laundry.

CRESCENT CITY, CAL.—Brinker's Coast Launderette has opened at 9th and L Streets.

GARDEN GROVE, CAL.—A Laundromat has been opened at 12821 Euclid Ave. by Mr. and Mrs. Charles Frisk and their daughter.

TULARE, CAL.—The Laundry Mart, a self-service laundry, 401 W. Inyo St., has been purchased by Mr. and Mrs. Thomas Morgan from Mr. and Mrs. Edgar J. Sabath.

LYNWOOD, CAL.—Fred Gunther has purchased the 3 in One Launderette, formerly known as Pierre's, at 1091 1/2 Atlantic Ave. His wife will manage the store.

CEDAREDGE, COLO.—Mr. and Mrs. Wesley D. Jennings have purchased the Cedaredge Launderette from Mr. and Mrs. Joe Naper.



OTTAWA, ILL.—On May 1 the Illinois Laundry Co., Inc., acquired Bradford's Laundry, also of Ottawa. Bradford's will be operated by Illinois for an indefinite period. Charles Marsh of Bradford's will remain as manager.

ELGIN, ILL.—The Suds Soft Water Laundry, 229 N. Grove St., has been destroyed by fire, with damage estimated at \$75,000-\$100,000. The state fire marshal is conducting an investigation to determine if the blaze was of incendiary origin. A door of the plant had been jimmied and an empty gasoline can was found in the premises.

DIXON, ILL.—George M. Joyce has purchased the Chicago Avenue Self-Service Laundry.

SPRINGFIELD, ILL.—The Chapman Laundry & Dry Cleaners Co. is installing a new, fast service package laundry and cleaning plant at 624 S. First St. The laundry's former building at 101 W. Cook St. has been leased to F. W. Means & Co., operators of the Industrial Towel & Uniform Service, effective April 1.

CHICAGO, ILL.—A \$100,000 fire has gutted the Eagle Laundry at 2750 Roosevelt. Fifteen trucks and hundreds of bundles of laundry were destroyed.

CHICAGO, ILL.—Burglars recently looted the safe of Trojan Laundry & Cleaners, 2834 Broadway, escaping with about \$3,500.

MONMOUTH, ILL.—E. A. Johnson has sold the Monmouth Model Laundry on North Main St. to Thomas G. Davis.

KALAMAZOO, MICH.—Jennie K. and Paul S. Allen have filed notice of the dissolution of their Self-Service Laundry.

OTTUMWA, IOWA—Additional equipment has been added at the Ottumwa Laundromat, 229 W. Second St. The entire building was recently redecorated.

SHENANDOAH, IOWA—Nu-Way Cleaners, operated by Ralph Burke, is opening a self-service laundry at 613 W. Thomas.

MILWAUKEE, WISC.—Albert B. Adelman of the Adelman Laundry Co. has been elected a member of the Young Presidents' organization. The national group is composed of men who become presidents of their companies before reaching the age of 39.

STANLEY, WISC.—A new \$27,000 laundry is being constructed at the Victory Memorial Hospital.

AKRON, IND.—Mr. and Mrs. Hershel Teel have purchased the McFallton Automatic Laundry.

(Continued on page 52)

**FOR REALLY
TOUGH
PAINT JOBS**

TROPICAL
heavy-duty
MAINTENANCE PAINTS

Do you have a really tough maintenance paint job? To thousands of maintenance men and plant managers just such a problem paint job was their first introduction to the remarkable durability of Tropical paints . . . which are formulated strictly for heavy-duty maintenance service. There is a complete line of fresh-mixed Tropical paints, each designed to give superior performance. Whether the application must resist acid

fumes, alkalis, rust or heat—on metal, masonry, wood or concrete—or floors, walls, ceilings, roofs, machines or equipment, the right Tropical paint has proved it can do the job better! To select the right paint for the job, in the right quantity, and for correct method of application, use the expert service of the Tropical maintenance paint specialist in your community. Write us today!

Since 1883

HEAVY-DUTY MAINTENANCE PAINTS

TROPICAL[®]

SUBSIDIARY OF PARKER RUST PROOF COMPANY



THE TROPICAL PAINT & OIL COMPANY

• 1110-1290 West 70th St., Cleveland 2, Ohio

756 LAUNDRIES

*say Tropical
passes "moisture test"*

Because laundries match steam baths for moisture problems, Tropical paints are "best sellers" to preserve metal, wood and masonry. Tropical paints, by test, outlast ordinary maintenance paints in the protection they give water softeners, machinery, floors and walls, against rust, rot and acids. Tropical finishes are so tough that baby laundries find them best for the hardest service of all—diaper cans!

FREE! Send for your copy of the "Industrial Paint Index"—a quick, convenient reference chart for a multitude of maintenance paint applications.

(Continued from page 50)

INDIANAPOLIS, IND.—The newest branch of Excelsior Laundry and Cleaners was recently opened at 2745 Brill Road on the Madison Avenue Shopping Center.

INDIANAPOLIS, IND.—Lux Laundry and Dry Cleaners, Inc., has officially reopened in its new plant at 53rd and Winthrop.

BLOOMINGTON, IND.—The Ideal Laundry, founded and operated by C. H. and A. G. Lloyd, celebrates its 25th anniversary this year.

FRANKLIN, IND.—Mr. and Mrs. Robert Smith, owners of the Franklin Launderette, have purchased new shirt finishing equipment. The store is being enlarged and remodeled.

SOUTH BEND, IND.—Special classes were recently held for routemen here by the Tri-County Launderers and Dry Cleaners Association.

MARION, IND.—The Bypass Washette recently opened at 1201 Baldwin Ave. Owners are Mr. and Mrs. Clarence W. Circle and Miss Edith Stump.

NAPPANEE, IND.—Much new equipment has been added at the Napanee Laundry.

ELDORADO SPRINGS, MO.—Charles Pry has purchased the Serve-Yourself Laundry, located on East Broadway.

COLUMBIA, MO.—The Superior Self-Service Laundry has doubled its size since moving into a new plant at 110 East Broadway last December.



**more and more Textile Mills
are using Staley Starches than ever before!**



The huge Staley plant is truly a "factory city." It has over 3000 employees and occupies more than 380 acres of land!

for better results in your starchroom, follow the textile experts...

BUY STAPEX®!

If anyone knows fabrics and the effect of starch on the finish... it is our textile mill experts. The priceless "know how" that Staley starch technicians have gathered from years of constant service to the textile industry is all available to you in the solution of your starchroom problems. STAPEX gives you better starching that means better business. Call your Staley Starch distributor today!



"Staley is one of the Largest Producers of Laundry Starches in the World"

STALEY
Laundry Starches
...for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois

UNIONTOWN, PA.—The Star Laundry has opened its sixth branch office at the corner of Anderson and Abercorn streets.

BEACH HAVEN, PA.—Extensive damage was caused by an explosion at the Beach Haven Laundry recently.

JERSEY CITY, N. J.—On April 10 members of the North Jersey Institutional Laundry Managers' Association were guests of the Colgate-Palmolive-Peet Co. The managers attended a luncheon and toured the plant under the guidance of H. V. Goodwin.

NEW YORK, N. Y.—Aaron Bonoff, president of General Diaper Service Corp., has accepted chairmanship of the 1952 Joint Defense Appeal campaign in the laundry industry. It was recently announced by Julius S. Loewenthal, JDA chairman of trades and industries. The JDA is currently campaigning for \$5,000,000 nationally to finance the programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith for safeguarding democratic rights and combatting bigotry.

PEEKSKILL, N. Y.—The Highland Laundry has been awarded a one-year contract from the Peekskill Hospital.

NEW YORK, N. Y.—The April meeting of the Metropolitan Laundry Managers Association was held April 16th at the Henry Hudson Hotel. John Nelan, laundry manager of the Columbia Presbyterian Medical Center spoke on "Linen Replacement Costs."

NEW YORK, N. Y.—Robert Maslow, Best Coat & Apron Mfg. Co., has been named divisional mobilization chairman of the laundry division of the United Jewish Appeal of Greater New York. Philip Sobin, Carolyn Laundry, 1952

if you want
HIS BUSINESS OR HER BUSINESS
you need

HUEBSCH

TWIN-CYLINDER TUMBLER

Perfect for drying
Bachelor Bundles and Diapers

PATENTED

Easily and neatly arranged in batteries of two, three or more.

Big Profits can come from Small Bundles—and the Huebsch Twin-Cylinder Tumbler will help you get your share of both. Each cylinder has a capacity of 15 pounds dry weight—just right for the average bachelor or diaper bundle (or for any small load, such as fluff dry towels). Doors have shock and heat-resisting look-in glass windows, with new-type easy-closing handles. All controls are conveniently located on the front. Ask your Huebsch representative for complete details, or write directly to us.

HUEBSCH
Originators

**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer Pants Shaper
Automatic Valves Feather Renovator Double Sleever Collar Shaper
Garment Bagger Cabinet and Garment Dryers
Washometer Spring-Type Filter

EDSON MANUFACTURING COMPANY, 3735 N. Holton St., Milwaukee 1, Wis.
Div. of the AMERICAN LAUNDRY MACHINERY CO.

over-all chairman of the division's campaign, announced that David M. Bluestone, executive secretary of the Wholesale Laundry Board of Trade, New York City, was guest of honor at the division's annual dinner held May 1 at the Hotel New Yorker.

PORTLAND, MAINE—Mrs. Toy Len Goon, 57, has been named Maine's *Mother of the Year*. Mrs. Goon, a widow, educated her eight children by operating a small Portland laundry.

PROVIDENCE, R. I.—Normand Chouinard, owner and operator of the Drummond Laundry here and the North End Laundry of Fall River, Mass., has pur-

chased Mayfair Laundries, Inc., also of Providence. The two Providence plants will be combined and will operate as Drummond Mayfair Laundries, Inc.

AMESBURY, MASS.—The Ideal Soft Water Laundry, Inc., High St., has been awarded a certificate by the Liberty Mutual Life Insurance Co. in recognition of 252,000 man hours worked by employees without a lost time accident during the period from Nov. 1, 1948 to Nov. 1, 1951.

ALLERTON, MASS.—Joseph Matarazzo and Edmund Nero have opened the Surfside Laundromat *Half-Hour Laundry* at 307 Nantasket Ave.

WINSTED, CONN.—Albert V. Vitali has been named superintendent of the Winsted Laundry and Dry Cleaning Company.

Frank W. Dyson, a routeman for the firm is credited with having saved the life of a local woman who was overcome by gas.

PORLTAND, CONN.—The McDonald Laundromat *Half-Hour Laundry* is being opened at the corner of Main St. and Freestone Ave. by Kevin L. McDonald, a former state trooper.

HAVRE DE GRACE, MD.—Nelson's *Laundry*, a recently opened plant, is running a contest among local residents to find a new name for the plant. Owner is Charles Nelson.

The SUPER Six-Roll Ironer
is
OK
says
SNOW WHITE

SNOW WHITE LAUNDRY & CLEANERS
Anchorage, Alaska, U.S.A.
Date: May 1952
Dear Laundry Management Co.,
I am the new owner of the
Snow White Laundry & Cleaners.
Attestations: Mr. G. V. McDonald
General Manager
Dear Friends,
The Super Six-Roll Ironer that we installed 3000
feet from the laundry is very reliable and doing excellent work.
Her has been very reliable and doing excellent work.
We are very pleased with the quality work.
Yours truly,
Snow White Laundry & Cleaners
George Johnson

In your town, as in Anchorage, it costs less to own Super Ironers! For their dependability and high volume and quality of work help profits anywhere. But it's especially significant when laundrymen in Alaska "superior." For they must have real assurance of trouble-free, continuous operation. And they can be sure — with Super Ironers!

WRITE, WIRE OR PHONE FOR FULL INFORMATION. JOBBERS IN ALL PRINCIPAL CITIES.

Here's the Super Six-Roll Ironer in action at Snow-White Laundry and Cleaners, Anchorage, Alaska. You can get Super 2, 4, 6 and 8 Roll sizes — in widths to suit your needs.

Before you invest, investigate Super's advantages!



SUPER LAUNDRY MACHINERY CO.
A DIVISION OF ST. JOE MACHINES — "Since 1877"
ST. JOSEPH, MICHIGAN



MOUNT AIREY, N. C.—Mrs. Blanche Pruitt is the new owner of the Quick Service Laundry, Willow St.

CLEARWATER, FLA.—Mr. and Mrs. Baker McAlpin have bought the Beach Automatic Laundry at 385 Mandalay Road.

CAVE CITY, KY.—A new laundry is being opened by William Hays in the Gardner Hotel Building.

SHELBYVILLE, KY.—About 500 persons attended the formal opening of the Shelbyville Laundry.

LONDON, KY.—New cleaning equipment has been installed at the London Laundry and Dry Cleaners. The laundry department has been modernized, and a new monorail and two new extractors have been added.

PARIS, KY.—E. C. Combs, Jr., has leased the Corner Cottage Self Service Laundry on Seventh St. from Mr. and Mrs. T. J. Seavers.

ELIZABETHTOWN, KY.—The Elizabethtown Laundry let a contract for an addition which will double the size of the plant. The cleaning department will be moved into the addition.

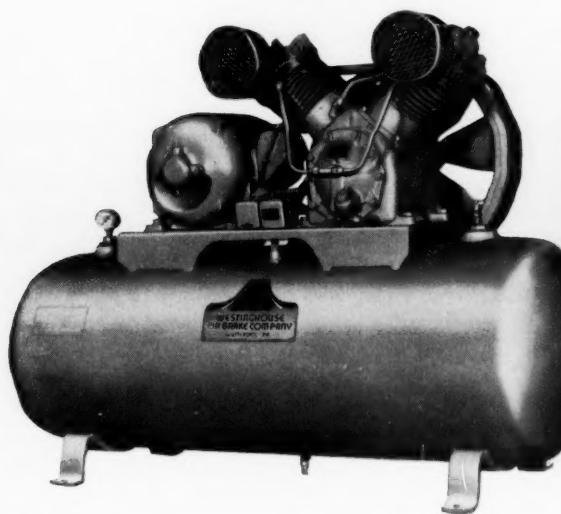
COVINGTON, KY.—The York Shirt Laundry is expanding its service to offer complete bachelor service.

ROGERS, ARK.—John Holyfield is opening a self-service laundry.

DOUBLE the air



TRIPLE the protection



with a
Westinghouse
"YS"

It's DOUBLE the air with the Westinghouse single-stage "YS"—for two working cylinders team up to multiply the volume at every stroke.

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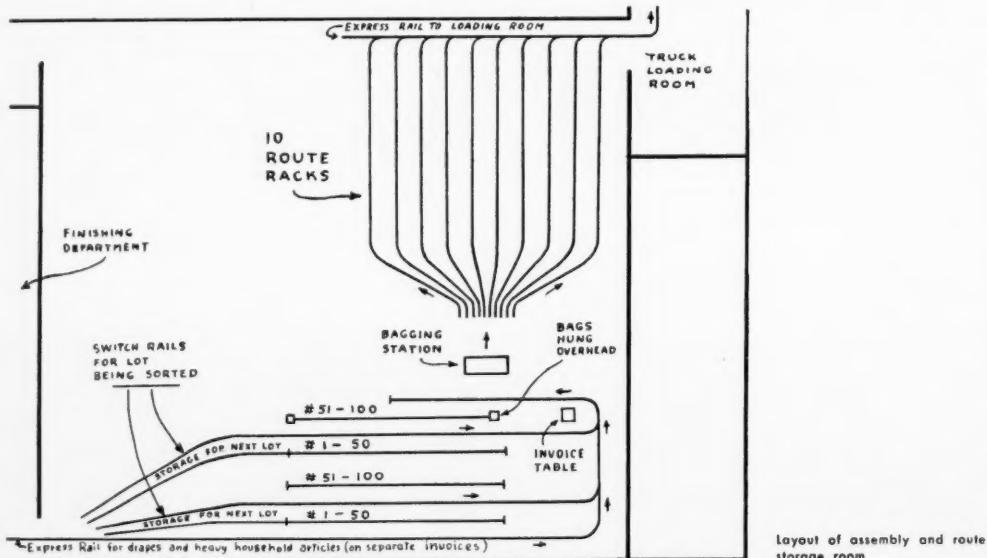
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Cleaning Section



Werner's Simplifies Assembly

**System of switch rails and racks
speeds assembly and reduces lot mixups**

By LOU BELLEW

CHARLES WERNER, operator of Werner's Kenosha (Wisc.) Laundry & Dry Cleaners has set up a unique assembly and route storage rack system in a large room at the back of the plant formerly used for truck storage. In this 42 x 50-foot room, three girls normally take care of assembly, and routing for a drycleaning department which handles \$3,000—4,000 per week.

The system permits assembly of two lots at the same time. The sub-assembly and inspection station is near the door of the assembly room where the express rail from the finishing department leads in. The express rail passes to the end of the room, runs about a third of the way along the rear wall, and curves back to the bagging station. Four other rails fan out from the sub-assembly station. Two are switch rails which join the express rail at the far end of the room, and two others are used for both next-lot storage and assembly.

Each lot consists of 100 orders, with belts and other articles attached to one hanger counted as a single piece.

Even-numbered lots go to the right switch rail, odd-numbered lots go to the left.

Each garment or piece carries a tag showing the invoice number and the number of pieces in the order. Lots are identified by means of tag color—for instance, tags for the 100 orders in Lot No. 1 might be red, and tags in Lot No. 2 would be a contrasting blue. As Lot No. 1 comes through, the sub-assembler places the pieces on the left-hand switch rail. Running along either side of this switch rail are two assembly racks. The assembly girl places order numbers 1-50 in numbered slots on the rack to her right, and numbers 51-100 on the rack at her left. When an order is complete, it is placed on a hook, returned to the switch rail, and pushed on around to the bagger. Lot No. 2 is handled the same way from the other switch rail.

As orders in Lot No. 3 start coming through, the sub-assembler girl places them on the storage rack which runs along side of the right-hand switch rail. Incomplete



Yes, indeed, she knows that when her garments are returned to her in Moth Seal storage bags, they are completely and properly protected against soil and moth damage. So, it's no wonder that Moth Seal is known and recognized by millions of satisfied customers as the best storage bag in the world. Used in connection with regular storage vault and moth proofing services, Moth Seal will bring in business that you never had before. Moth Seal is three ways better: Beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes all light and prevents fading); double sealed for extra protection. No other storage bag offers these unique features.

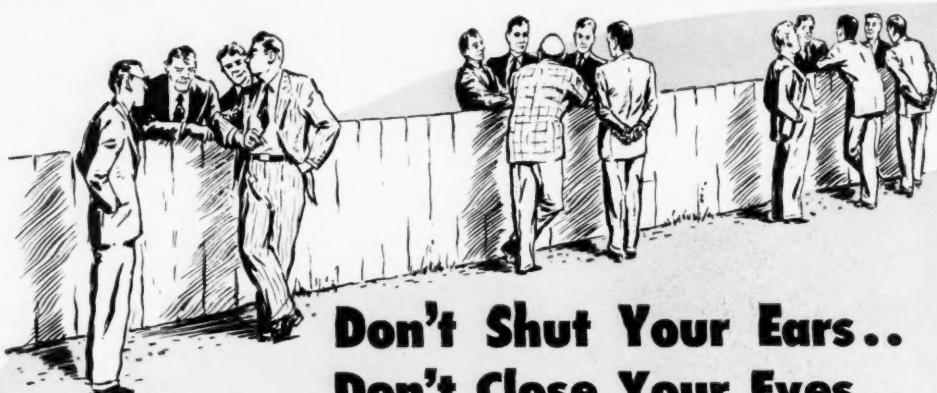
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DON'T BE FOOLED—Keep your ears and eyes open—Check for yourself, see for yourself, and use the new, most fool-proof method ever offered the industry by Caled Products for all things you want most:

- Really LESS wet-cleans**
- Really LESS spotting**
- Better cleaning**
- No pressure troubles**
- No still troubles**
- No troubles in mixing**





No worry about complicated test methods if you use the charge system with this method, you do as you should do—test for the *impurities* that cause odor troubles just as you've always done by the easy, simple method and you use the simple, easy treatment method of correcting any build-up with the readily available powders such as Magnesol, DC Filtrol, Darco and others. They do the job easily, economically, satisfactorily.

SURE—This is an ad—telling you about Caled's New **FILT-R-OUT** and **FILT-R-OUT CONCENTRATE**, but it's *facts* you should and must face—treat your customers right, give them good cleaning and they will repay you with more business—treat your help right, give them a product so easy to use, to mix, and results that make their job easy, and they will whistle while they work. Send for details—facts are ready—you'll easily prove them in your own plant—many hundreds of cleaners coast to coast have—and are daily kept happy this new way.

A Caled man is always happy to service you—but you don't have to worry about having a technical expert—we have made all the processes so simple, we have done the worrying for you—and given you what you have always needed for quality work, easily produced.

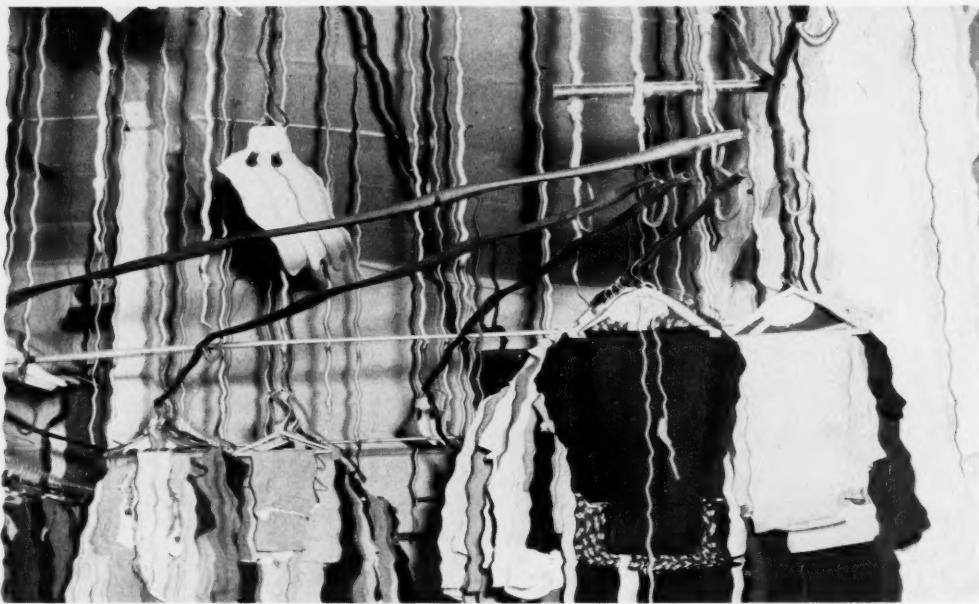
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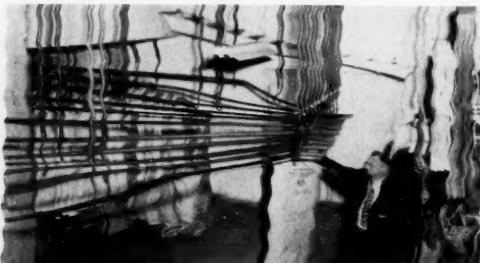
View taken from inspection and sub-assembly shows how switch rails and storage racks fan out. Express rail from finishing room is at far right. Other rails, from right to left, are storage and assembly rack, switch rail for even-numbered lots, short assembly rack (further back), storage and assembly rack, switch rail for odd-numbered lots, and, just visible at far left, assembly rack.

orders from Lot No. 1 are put on hooks and filed according to number until the missing pieces come along. Then the orders that have come through for Lot No. 3 are shifted from the storage rail to the switch rail and assembled.

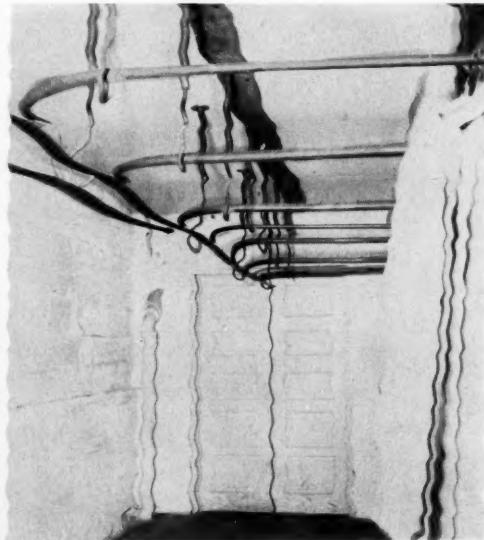
According to Mr. Werner, the whole assembly and storage setup has practically eliminated mixups and speeded the entire operation by getting the work out to the route racks with the least possible confusion. •

Bagger dispatches route storage

So much for the sorting. As the completed orders are pushed around to the bagging station they pass a small table where the invoice is attached. Then the bagger takes over. Without moving from her station, she is able to bag the orders, turn around, and place the order on any one of ten route racks. At right-angles to the assembly racks, these route racks converge at the bagger's station so that the ends of all ten are within easy reach. An express rail running past the far ends of the route racks leads out to the big room where trucks are loaded.



Charles Werner is standing at bagger's station, facing the ten route racks. Pipe behind his head is six feet from floor, and provides space for hooks which are emptied as orders are bagged.



Rear view of route racks shows express rail leading to truck loading room at rear. Garments simply drop off racks onto express rail instead of being lifted off.

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Engineering Section

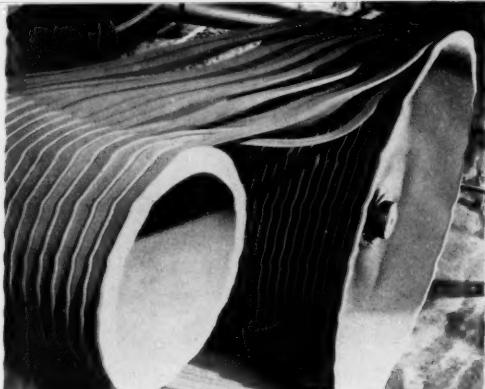


Fig. 1. Improper belt tension will surely result in slippage and power loss. Also, slack belts may snap as power is turned on.

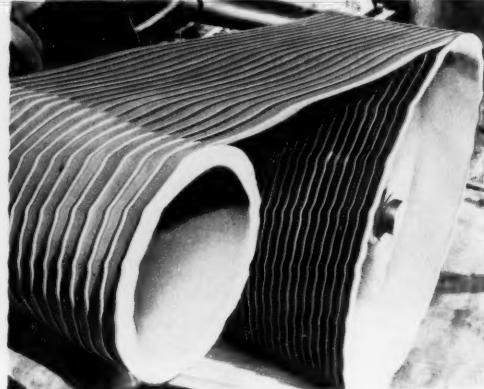


Fig. 2. Here multiple V-belts are properly tightened for efficient power transfer. Belts last much longer when used correctly.

Stretching V-Belt Life

By JOSEPH C. McCABE
Engineering Editor

V-BELTS REQUIRE little attention and maintenance. The average laundryowner never worries about them until they let go. When they enter his plant they usually come in as part of a major piece of equipment like a tumbler or washer. But once they break down, production stops. Here are a few tips that can stretch V-belt life.

First off, understand how a V-belt works. A flat belt depends on frictional contact for its grip, a chain drive on sprockets, a gear on teeth. But a V-belt produces its own grip. How? Take a V-belt in your hand and bend it. You'll see its V-angled sides bulge. Let it straighten out and the bulge disappears.

To put this bulge to work equipment people use a device called a sheave. These are the spool-shaped, grooved pulleys the V-belt wraps around, Figs. 1, 2. When the belt travels in a straight line between sheaves, the sides are straight—no bulge. But as soon as the belt rides into the groove of a sheave it starts to bend. The belt sides try to bulge and you get a high pressure contact between belt sides and grooves.

Fig. 3 shows the makeup of a V-belt and points out some of the reasons for too early V-belt failures. Every V-belt has an "easy arc" depending on its thickness, that is, the depth of rubber cushion, the quantity of cotton cords, the fabric that stiffens the belt. If you try to bend the belt in a tighter arc, say around a sheave that's too small in diameter, you're in trouble. The ex-

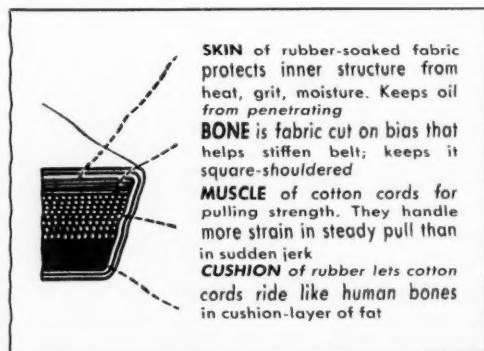


Fig. 3. Cross-section of typical V-belt

tra flexing pulls the life out of the cotton cords, breaks down the stiffening fabric.

A second possible trouble point you can foresee in the belt's make-up, Fig. 4, is the one that happens from too loose a belt, Fig. 1. If one V-belt of a group has too much slack the same thing happens to it that happens to the last fellow in the kid game of crack-the-wip. The greatest danger occurs at peak loads or when you start

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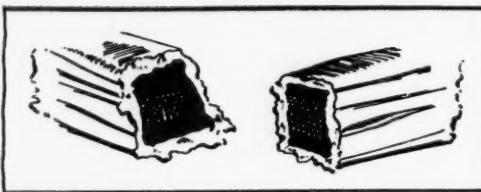


Fig. 4. **Snub break.** Cause—two signs show that this broken V-belt is victim of crack-the-whip: (1) cover wear means lots of slip. (2) fairly clean break suggests sudden snap. Belt was probably slipping, suddenly grabbed. Prevention—keep all V-belts properly taut. Test for excessive slack. Or test for slip by comparing speed ratio of sheaves between no load and full load. Allowable variation: one-half of one percent

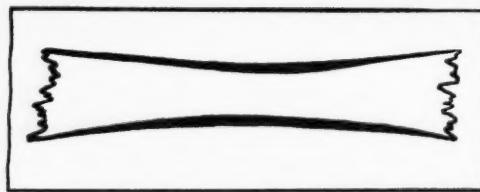


Fig. 5. **Broken cords.** Cause—inner cords were broken when belt was pried over sheave flange on installation. (Cover, being bias-cut fabric, stretches without breaking.) Such breaks can also be caused by hard debris falling into groove. Prevention—Never pry new belts into grooves, nor "ring" them from one groove to next. Motor should be loosened and moved forward. Every drive should have a take-up for the proper installation and adjustment of belts

up the motor. Any extra slack is taken up quickly and the last section of the V-belt to be whipped taut is jerked with a force far greater than it was ever meant to stand. If you've ever wondered why some belts stretch more than others in service this is your answer.

Don't be afraid to pull V-belts tight. Stretching them slightly is even good for their general health. How tight? Table I shows you how much you have to stretch a belt to take up the sag. For example a belt on 30-inch centers (from the center of the motor sheave to the center of the driven machine sheave) with a three-inch sag needs a pull of only 0.78 inches to remove all sag.

You can use a rough rule of thumb to check V-belt sag. A slack V-belt feels dead when you thump it with your hand; a properly taut one has an alive springiness.

Short centers are best. Usually, though, the equipment designer has worked all this out. The same thing holds for the number of belts in the set. The more the belts and the larger the sheave, the more horsepower that can be delivered from the motor to the driven machine.

When you replace V-belts check the alignment of the sheaves. Use a straight-edge or, in a pinch, a cord. Place the straight edge flat against the face of one sheave, the motor end, and see if the other lies flat against the face of the other sheave on the driven machine. If it doesn't, check with the equipment manufacturer, unless you can spot the trouble.

Study any belt that has failed. You can often see what caused the trouble. Here are some of the more common causes:

1. If belts are run too loose, a so-called "crack the whip" action may occur causing a snub break, Fig. 4. Cover wear is usually seen on the snub-break belts showing that they were slipping before they broke.

2. Do not place guards around the drive that won't allow air to circulate about the belts. Belts will operate better in higher temperatures if air can circulate around them.

3. Do not let bolts extend inside the guard and contact the belts. They may dig into the belts and snap the cords.

4. Do not use V-belts that are not oil-resistant or oil-proof in oily or greasy places. Oil destroys ordinary rubber. Special neoprene (oil-resistant) rubber belts give much longer life.

5. Do not operate belts on sheaves smaller than those recommended. Constant bending over too small an arc will cause so-called "ply separation."

6. Be sure that abrasive dust does not wear the belt and shorten its life.

7. Before installing new belts, check sheave grooves. They may be roughed, rusted, or pitted. As belts often

TABLE I

Knowing sheave center distance and belt sag, read increase in center distance to take out sag

Center Distance, Inches	Sag in Inches							
	$\frac{1}{2}$	1	2	3	4	5	6	8
20	0.037	0.130	0.513	1.08	—	—	—	—
30	0.025	0.095	0.343	0.78	1.51	—	—	—
40	0.010	0.074	0.240	0.59	1.03	1.61	—	—
50	0.008	0.028	0.20	0.44	0.83	1.27	1.86	—
75	0.004	0.018	0.17	0.30	0.60	0.87	1.25	2.12

run around the sheave more than 1,000 times per minute, sheave-groove condition seriously affects belt life. If sheaves are worn, replace them or turn the groove true in a lathe to avoid frequent belt replacement.

8. Do not pry belts into the grooves or from one groove to the next, Fig. 5. Provide for some belt take-up and adjustment of tension. Motor should be loosened and moved forward if there's no-take-up provided.

9. Do not operate belts in temperatures above 140° F. unless there is good air circulation around them.

10. If extra sets of belts are stocked, keep them in a cool, dry place to prevent deterioration.

11. Belts are made for difficult heat, horsepower, oil and static conditions. If proper belts are not ordered at first, specify the correct one when replacements are required. •



"Don't worry about the laundry. The rest of us are going to do your work as soon as we can find out what your job was."

“Our **Powermaster** Boilers are dependable, efficient, easy to service, and economical to operate”

William H. Wagner
Plant Engineer
Blue Bird Silk Mfg. Co.

Alfred J. Sidler
Plant Manager
Blue Bird Silk Mfg. Co.



20% Saving in Steam Cost at York, Pa. Manufacturing Plant

William H. Wagner, Plant Engineer of the Blue Bird Silk Manufacturing Company, knows the problems of generating high-pressure steam 24 hours a day, 365 days a year. And he knows how serious it can be for a busy manufacturing plant if there is trouble or failure in the boiler room. That's why, two years ago, the company replaced their old-fashioned coal-fired boilers with two 200 h.p. POWERMASTER packaged automatic boilers, burning #6 (Bunker C) oil. Here is what they found:

- The cost of producing steam for processing and heating dropped 20%.
- The steam produced now is much drier.
- The POWERMASTERS respond very rapidly to variations in load.
- Maintenance has been negligible.

Little wonder that Alfred J. Sidler, Plant Manager, says, "If we had it to do over again, we would certainly buy POWERMASTERS."

No other packaged automatic boiler gives you all 3 advantages of the Powermaster:

1. **SAVE FUEL**—because the special Powermaster burner design gives you top efficiency when operating anywhere between 30% and 100% of capacity.
2. **SAVE IN MAINTENANCE** and clean-up time. Complete combustion of fuel gives practically smokeless and carbon-free operation. The burner has no moving parts to wear out . . . or to be cleaned daily.
3. **CHANGE FROM OIL TO GAS** (or gas to oil) in just a few minutes. Burn light oil, heavy oil, or gas—whichever is cheaper. You no longer need depend on one source of fuel supply.

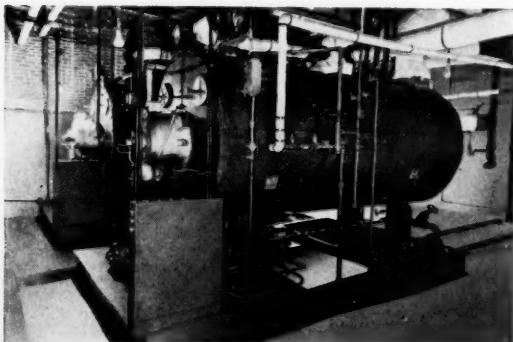
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To get complete information about this modern packaged automatic boiler for steam or hot water, write for Powermaster Bulletin 1218. We'll be glad to put a copy in the mail for you.



► These 200 h.p. POWERMASTER packaged automatic boilers have been operating round-the-clock for more than two years at the Blue Bird Silk Manufacturing Company, York, Pa. Burning #6 oil, they produce a total of 13,800 pounds of steam per hour.

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A. I. L. Changes Department and Personnel Titles

Albert Johnson, general manager of the American Institute of Laundering, on April 21, announced these AIL departmental and personnel title changes:

Technical departments now become known as "Service departments."

Membership Service department is changed to "Membership department."

Office Service department is now the "Printing and Mailing department."

Domer E. Dewey, assistant treasurer, now carries the title of "Assistant Secretary-Treasurer."

The changes do not effect the status of personnel.

The new title for George Isaeson will be "Director of Service departments." Foster Lee is now identified as "Manager of Membership department." Mr. Johnson added that AIL Technical Bulletins will in the future be published under the masthead of "Service Bulletins."

All of the changes have been made to help laundry-owner members better understand and make use of the functions of AIL departments.

Production and engineering, laundry, laboratory division, sales and advertising, accounting and statistics departments will continue under George Isaeson, "Director of Service departments."

The "Membership department" remains under Ward A. Gill, director of industry relations. The "Printing and Mailing department" continues under the direction of Domer E. Dewey.

A. I. L. Directors Nominated

Recent information released from AIL headquarters in Joliet, Ill., states that four laundryowners from three districts have been nominated as directors. In two districts, nominees are unopposed for selection.

In District 1, composed of North and South Carolina, Georgia and Florida, Edwin W. Pearce, Columbia Laundry, Greensboro, N. C., and S. A. Wix, Ideal Laundry, Atlanta, were nominated.

Members in District 8, Illinois, Michigan, Ohio and Indiana, know that Martin B. Romeiser, Jewel Laundry, Chicago, is to be their director. Since he was the only nominee to receive more than four votes, his nomination means selection.

The same situation prevails in District 9, where Victor D. Dalgoutte, Briarcliff Laundry, Briarcliff Manor, N. Y., was named. He will represent New York State and the Eastern Canadian provinces.

Selection ballots will be mailed to members eligible

to vote, and to count in the election, ballots from the districts must be in the hands of AIL's independent auditors by Tuesday, May 20.

Flammability Standards

A Recommended Commercial Standard for Flammability of Clothing Textiles is now being circulated among representatives of the textile industry, the Commodity Standards Division of the U. S. Department of Commerce, announced recently.

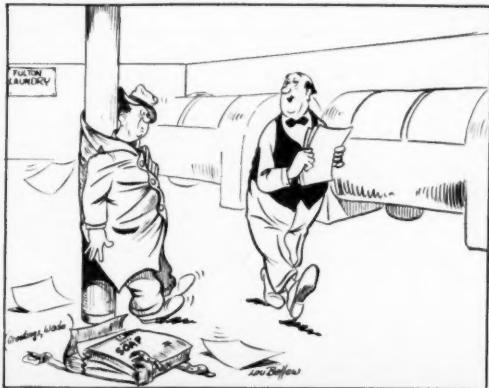
Several years ago a number of fatalities resulted from the extremely flammable character of certain articles of clothing, particularly long-napped rayon chaps of children's cowboy suits. It was realized that before legislation could be passed to control the sale of unsafe clothing a nationally recognized method would be required for distinguishing between safe and unsafe clothing textiles.

The American Association of Textile Chemists and Colorists together with the National Retail Dry Goods Association undertook a series of investigations to develop a reliable method of test and apparatus for conducting the test. The Commodity Standards Division was requested to act as a coordinating agency to secure national recognition of the method. A number of laboratories made extended series of tests to correlate the method with the practical experience of the industry.

Recent publicity arising from the discovery of highly flammable brushed rayon sweaters on the market speeded up the work on the development of a standard for the flammability of clothing textiles. It is now being circulated for acceptance by industry. When the acceptances represent a satisfactory proportion of the producing industries, the standard will be considered established.

The standard represents the combined opinion of an Industry Committee representing cotton and rayon producers, and fabric manufacturers, finishers, converters, wholesalers, retailers, and consumers, coordinated by the American Association of Textile Chemists and Colorists, and the National Retail Dry Goods Association.

Mimeographed copies of this standard, TS-5131, may be obtained by addressing a request to H. A. Ehrman, Commodity Standards Division, Office of Industry and Commerce, U. S. Department of Commerce, Washington 25, D.C.



"I see you've already talked to the washman about your product."

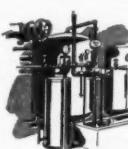


—cuts laundry costs, boosts quality

More and more laundry operators have come to realize that soft water is a "must" for efficient operation, for cleaner bundles, for satisfied customers. Only question is, how—with present water-softening equipment—to 1) get more out of it, 2) get it at lower cost. Now, with Permutit's new automatic controls and new high-capacity zeolites you can realize these new "musts" of soft-water production.

For further information, tear off the coupon below and mail it for your free bulletin on new

Permutit water-softening developments to The Permutit Company, 330 West 42nd Street, New York 18, N. Y. or to Permutit Company of Canada, Ltd., 6975 Jeanne Mance Street, Montreal.



PERMUTIT

WATER CONDITIONING HEADQUARTERS FOR OVER 30 YEARS

TEAR OFF AND MAIL THIS COUPON TODAY

THE PERMUTIT COMPANY, DEPT. SL-5
330 WEST 42nd STREET
NEW YORK 18, NEW YORK

Yes, send me my FREE copy of your bulletin.

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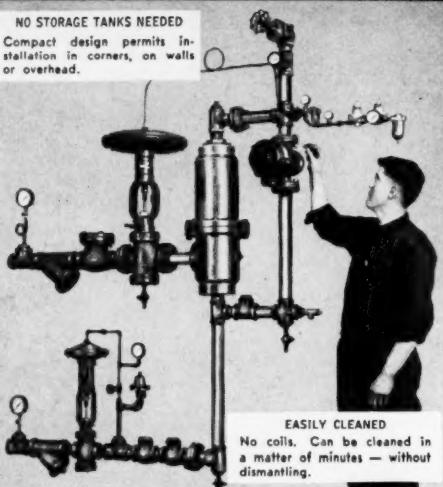
COMPANY _____

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CITY _____ ZONE _____ STATE _____

HAVE YOU FIGURED YOUR HOT WATER COSTS?

NO STORAGE TANKS NEEDED
Compact design permits installation in corners, on walls or overhead.



EASILY CLEANED
No coils. Can be cleaned in a matter of minutes — without dismantling.

PICK INSTANTANEOUS WATER HEATERS

produce

AMAZING SAVINGS IN MANY WAYS

PICK Water Heaters eliminate waste by providing clean, hot water INSTANTLY — in the quantity needed. They're entirely automatic to provide and accurately maintain temperatures up to 180° F. They operate by steam injection — exclusive Pressurizer Piston eliminates pipe hammering and shaking. Maintenance costs are remarkably low!

THERE'S A SIZE FOR YOUR NEEDS

Our engineers can help you select the proper size for your plant. Installation is simple, requiring only ordinary pipe connections.



OVER 50,000,000 GALLONS NO MAINTENANCE COST!

David C. Singer of Grand Rapids Coal & Apron Service, Inc. writes: "Our PICK Heater was installed March 10, 1947, and has heated over 50,000,000 gallons of water with no maintenance costs whatever."

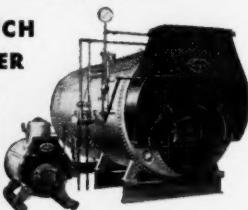
Write Dept. SJ 5
for Details and Specifications

MANUFACTURED BY
PICK MANUFACTURING CO.

WEST BEND, WISCONSIN, U.S.A.

A Boiler WITH ECONOMY A LEFFEL SCOTCH BOILER

Users of self-contained, compact Leffel boilers report fuel savings of from 20 to 40 percent. 17 sizes, 6 to 250 actual horsepower. Sturdy construction permits substantial overloading with safety. Designed to burn COAL, GAS or OIL; easily converted from one fuel to another. There is an efficient Leffel Scotch type boiler, easy to install, ready to go to work in your laundry plant . . . today!



Write for descriptive catalog

The James Leffel & Co.
Established 1862

DEPT. S SPRINGFIELD, OHIO

Sport Shirt Output Rises

The trend toward sport shirts, at the expense of dress shirts, continues, according to February production figures appearing in the National Association of Shirt, Panama and Sportswear Manufacturers Weekly.

Weekly dress shirt cuttings during that month dropped 30 percent, while sport shirt output increased from 234,000 average weekly cuttings in February 1951 to 255,500 in the same month this year.

That the increased production of sport shirts is part of the trend toward casual wear in the men's apparel field is shown by a comparison with 1947 production figures. In that year, sport shirts were only 27 percent of the shirt output. In February, 1951, however, sport shirt cuttings represented 56 percent of the shirt output. The percentage is even higher now that a new production peak has been reached.

Laundryowners will be interested in a change in the fabrics used in most sport shirts. The association reports that while January, 1952, was in line with the experience during the previous year of more rayon than cotton, February, 1952, showed a sharp reversal. For the first time in many months, 51 percent of the sport shirts produced were made of cotton and 49 percent of rayon.

Revised Procurement Manual

Secretary of Commerce Charles Sawyer recently announced that the Department of Commerce has issued a revised edition of the Government Procurement Manual which the Secretary described as "the only source of information in the federal government covering the procurement activities of all major military and civilian agencies."

The manual, which had its inception in the Commerce Department in 1946, lists 5,000 items and classes of items for which federal agencies are in the market. It contains a military agency and a civilian agency index together with a listing of the locations of the appropriate procurement offices. It has been compiled by the Office of Small Business in the Department of Commerce's National Production Authority.

The manual is being placed in Department of Commerce Field Offices throughout the country and in local chambers of commerce where it can be consulted by businessmen interested in obtaining a government contract. Copies are also being made available to the Small Defense Plants Administration and to all principal purchasing offices of the military and civilian agencies.

Chicago Officers Elected

The annual dinner meeting, election, and installation of officers of the Chicago Laundry Owners Association was held April 23. The president delivered his annual report and the speaker of the evening, DeLoss Walker, gave an address on "Has Business a New Boss?"

The following officers and directors were unanimously elected: president, Bernard Vellenga, Jr., Monarch Laundry Co.; vice-president, M. D. Tiersky, South Shore Laundry; and treasurer, A. A. Brown, Centennial Laundry Co., Inc.

Directors are: N. C. J. Christiansen, Central Laundry Co.; Sol Stone, Rainbow Laundry, Inc.; Donald A. Van Beek, Mattmiller Laundry Co.; H. Dikowsky, Hyde Park Laundry Co.; Victor Borden, Pilgrim Laundry, Inc.; and George Varney, Mercantile Laundry.

Linen Supply Training Film

A new 15-minute sound-slide film in color, for training route salesmen, is being prepared by the Linen Supply Association of America. This film, titled "Service Is Your Business," will have its premier at the association's 40th Annual Convention and Exhibit in New York on May 19, 20, 21, and will be made available to members immediately after the meeting.

The film is being sponsored financially by Wellington Sears Company.

This new project is part of the association's extensive employee training and selection activities. These include two sales training sound-slide films; a motion picture training film for flatwork operators; sales manuals; sales bulletins issued monthly for route and other salesmen, and owners and managers; employee relations monthly bulletins; aptitude tests; interview and employment forms, as well as work reference forms; a handbook on personnel selection; a sound-slide film for both employee and public relations; bulletin boards; and posters on employee relations.

Can You Tie This?

To most of us, comfort while on vacation is highly important. So it is to Ed Mall, president of Llewellyn Laundry, Louisville, Ky.

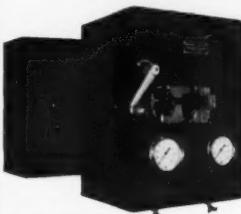
During a sojourn at the Homosassa Springs Hotel, Homosassa Springs, Fla., accompanied by W. M. Cissell of the W. M. Cissell Manufacturing Company, Fritz Drybrough, and other Louisville sportsmen, the well-known laundry owner came up against a rigid rule that all male guests must wear ties at dinner. Tieless, hungry, and thirsty, and with no extra necktie in the party to borrow, Mr.

Mall solved his problem as shown. The tie is the cord from his electric razor, and he wore it for the rest of his stay to all functions requiring dignity and formality of attire.



TWO WAYS

YOU CAN CUT WATER SOFTENING COSTS



H&T POPPET TYPE
MULTIPOINT VALVE



1. You save on the high cost of labor and salt by adding an H&T automatic multiport valve and control panel to your present water softener. Your softener will then backwash, regenerate,

and return to service automatically. You will find that installing an H&T poppet type multiport valve and electric control panel will greatly increase the overall operating efficiency of your present softener. Only a few piping changes are necessary—the cost is very low. Write for Bulletin.

2. You can obtain nearly double the gallon per minute flow rate when you refill with H&T INVERCARB. Because this large grained resinous zeolite offers a super-high capacity—you get up to 10 times your present capacity in gallons per regeneration! With laundry production costs going higher, here is a real way to cut costs. Write for details.



H&T ELECTRIC CONTROL PANEL



There are 34 sales offices
to serve you.

HUNTERFORD & TERRY, INC.

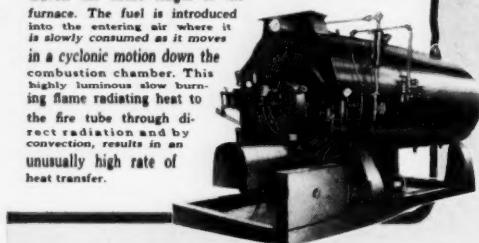
Clayton 8, N. J.

3=5

when you use
**CYCLONIC
COMBUSTION**

Yes, 3 square feet of heating surface with Cyclonic Combustion equals 5 square feet of heating surface offered to you by other packaged boiler units.

The Cyclotherm Cyclonic Combustion Principle is an entirely new and amazingly different method of heat transfer in the boiler industry. Air enters the combustion chamber at extremely high velocity in a revolving spiral vortex which travels the entire length of the furnace. The fuel is introduced into the entering air where it is slowly consumed as it moves in a cyclonic motion down the combustion chamber. This highly luminous short burning flame radiating heat to the fire tube through direct radiation and by convection, results in an unusually high rate of heat transfer.



Boilers are designed for oil or gas operation from 18 through 500 HP, 15 to 200 lbs. operating pressure. Full power operation from a cold start in 15 to 20 minutes. Savings up to 50% on maintenance. Guaranteed 80% efficiency.



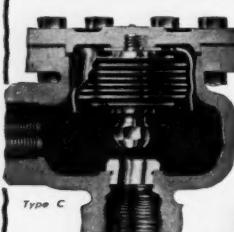
CYCLOTHERM steam generators
CYCLOTHERM DIVISION UNITED STATES RADIATOR CORP.

CYCLOTHERM, DEPARTMENT 35, OSWEGO, NEW YORK

Nicholson Steam Traps

**CUT HEAT-UP
TIME 48%**

A large processor recently reduced certain heating cycles from 1 1/4 hrs. to 50-60 min., by substituting Nicholson thermostatic steam traps for a mechanical type—a 48% reduction in heat-up time. Let us show you how Nicholson's advanced features effect remarkably faster heat transfer which is enabling many plants to save substantially in heat-up time of ironers, presses, dryers and water heaters.



Type C

5 TYPES for every
use: process,
heat, power. Sizes
1/4" to 2"; press.
to 250 lbs.



Type AU



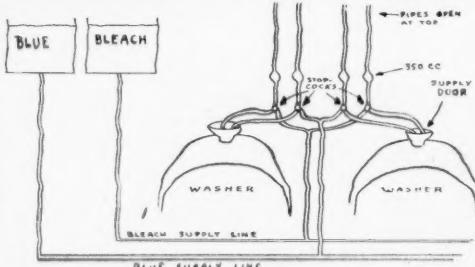
Type AHV

185 Oregon St., Wilkes-Barre, Pa.

BULLETIN 152

W. H. NICHOLSON & CO.
TRAPS • VALVES • FLOATS

Bleach and Blue Supply System



Gravity flow supply system, designed by Ray Rothschild, permits accurate and convenient measurement of bleach and blue.

Here's a clever yet simple system for conveying bleach and blue solutions direct to the supply doors of home-type washing machines. It eliminates the mess and inconvenience involved in handling such solutions in individual containers in the washroom. Designed and built by Ray Rothschild, owner of Overnite Laundry Service, White Plains, N. Y., it is in daily use at that plant.

The bleach tank and blue crocks are located in a room adjoining the washroom. The tanks are raised up so that their bottoms are about even with the tops of the washers. Main supply lines, made of 1/2-inch plastic pipe, run down from each tank and along the floor behind the line of washers. Two secondary supply lines, made of 3/8-inch plastic pipe, carry the bleach and blue from the mains up to each pair of washers, where they lead into the measuring apparatus.

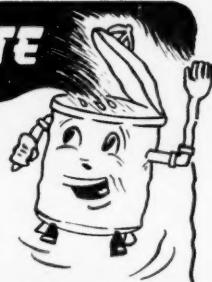
The measuring devices, placed between each pair of washers and supported by metal stands, consist basically of four vertical plastic tubes whose open tops are higher than the bleach and blue levels in the supply tanks. The bottom ends of the tubes lead into the supply doors. A bulge in each tube holds 350 cc., the correct amount of blue or bleach for one washer load.

A few inches below the devices the secondary supply lines are Y-branched so that there are two bleach and two blue lines to be hooked up to the four vertical tubes. Two-way stopcocks are inserted at the connections of the supply lines and the tubes. Turned one way, the lower part of the tube (leading to the supply door) is shut off, and the bleach or blue flow upward into the upper part of the tube. Turned the other way, the supply inlet is shut off and the fluid flows down the tube and into the supply door.

NEW ZEOLITE

... can increase your
soft water output
3 to 10 times

Let us recommend type that will give you best results. See the large Elgin advertisement in the last issue of this publication.



ELGIN SOFTENER CORPORATION

150 NORTH GROVE AVE., ELGIN, ILL.



Cross-section of shell and cement lining.
Metal reinforcing lath is welded to carbon steel shell for extra strength and longer life.

**cement lined for
LONGER LIFE and LOW COST**

p-k's special reinforced cement lining makes this Hot Water Storage-Heater a low cost natural for laundries, both large and small, requiring standby hot water for intermittent demand.

The reinforced low-soluble cement serves the same purpose as more expensive copper, glass or plastic shell

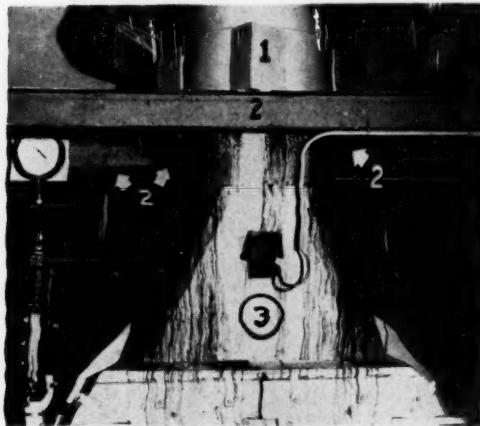
Capacities from 100 to 10,000 gallons.

the 
Patterson-Kelley Co., Inc.

48 Wilson Ave. • East Stroudsburg, Penna.

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Unique Stack Support



Flanges (1) welded to boiler stack rest on square formed of I-beams (2) built into boiler room walls. Besides supporting stack, arrangement makes for easy removal and cleaning of breech (3).

Faucett Laundry & Cleaners, Plainfield, New Jersey, recently installed a new 100-hp. boiler in a completely fireproof boiler room adjacent to the plant.

Made part of the construction and installation was a unique method of supporting the boiler stack designed by partner Stanley Blick. Welded to the base of the stack are four wedge-shaped flanges. These flanges, jutting out from the stack, rest on I-beams.

Two long I-beams run across the room from wall to wall, actually cemented into the building. Two short sections of beam run the opposite way, from long I-beam to long I-beam. The four sections form a square, and the four flanges rest on the sides of the square, supporting the 2-ton, 85-foot-high boiler stack.

This means that the breeching of the boiler just below the stack may be removed with ease, since it does not support the stack. In many plants, the breech part of the boiler must be replaced frequently. With this arrangement, Faucett's has made boiler maintenance an easier task, in addition to creating a support that requires fewer outside guy wires.



(Continued from page 48)

The convention was not without social activities. Every day included at least one event arranged for the entertainment of the ladies. In addition, plant operators and their wives, attended a reception, two cocktail parties and the annual banquet and dance. Bob Mandel was toastmaster at the banquet, during which he presented a plaque to Alvin Shnider of Tiny Tot Diaper Service, Toledo, O., in recognition of

writing the best letter to headquarters on the subject "What DSIA Means To Me." Honorable mentions were awarded to A. J. Lewis, Tidy Didy Supply, Corpus Christi, Texas, and Herb Diamond; James A. Barnes, editor of STARCHROOM LAUNDRY JOURNAL, and Hy H. Schwartz, editor of American Laundry Digest, were judges of entries in the letter writing contest.

DSIA officers for the ensuing year are Ruben Felman, Infant

Di Dee Service, Pittsburgh, Pa., president; Bob Mandel, first vice-president; Edward Auslander, Infant Service, Inc., Chicago, Ill., treasurer; and F. Norbert Cannon, Elite San Soft Diaper Service, Washington, D. C., secretary. The board of directors includes the officers and Jerome A. Goldurs, Baby Diaper Service, Cleveland, O.; Edward A. Weinberg, Baby's Perfect Service, Chicago, Ill.; Herman Rosenfield and Bernard Kessler, Stork Diaper Service,

Philadelphia, Pa.; Alvin Shnider; Bob Mandel; Eli Birer; Frank Brookings, Baby Diaper Service, Chattanooga, Tenn.; David S. Abrams, Baby's Diaper Service, Seattle, Wash.; Herb Diamond; and Carson R. Leatherwood, Tidy Didy Wash, Dallas, Tex.

Chantry W. Davis of Philadelphia is executive vice-president of DSIA with headquarters in that city. He is assisted by John A. Shiflett. —James A. Barnes.

Joint Meeting in Denver

THE THIRD ANNUAL joint convention of the Mountain States Laundry Association and the Colorado Cleaners and Dyers Association was held March 27-29 in Denver. The 151 registered delegates from Colorado, Wyoming, and New Mexico labeled the meeting highly successful.

As in the past, practical clinics and demonstrations at various laundry and cleaning plants in Denver were featured. C. G. Pierce, manager of the NICD's western branch, demonstrated spotting techniques at the Capitol Laundry, where latest shirt finishing, washing and flatwork ironing methods were also shown. A Strong soap demonstration highlighted the clinic held at the Scientific Dry Cleaners plant.

In a day devoted to a program of open forums and educational sessions, Dr. Edward J. Allen, regional director of the Wage Stabilization Board, outlined the Board's general poli-

cies and answered questions from the floor. Then W. F. Perkins and Howard Long of the Office of Price Stabilization explained how individual firms may apply for price increases. John P. Gray of Adeo, Inc., outlined a program of "Personnel Training" and pointed out that a company's employees should be trained in public relations. E. J. Heidersbach of R. R. Street & Co. Inc. explained why he believes "The Strong Soap System Is Here To Stay."

At the opening-day luncheon, attended by nearly 100 delegates, Roy A. Gross of the U. S. Department of Labor discussed "The Labor Shortage and How To Attract New Help Into the Drycleaning and Laundry Industries." That afternoon President Martin B. Romeiser of the AIL told delegates about the Institute's work. He also discussed "The Washington Situation."

Advertising and merchandis-



Officers of the Mountain States Laundry Association were held over. Left to right: Frank H. LeRoy, Denver, secretary; John Kuhn, Casper, Wyo., treasurer; Joe North, Denver, president; and James Rutledge, Albuquerque, N. M., vice-president

ing of drycleaning and laundry were discussed by P. C. McCutcheon of the Dow Chemical Company. The program ended with a sound film on washroom chemistry, "Leave Less to Luck."

The Mountain States Laundry Association did not hold an election of officers this year. Officers of the Colorado Cleaners and Dyers Association for the coming year are John Stine of Pueblo, president; Charles Popiel of Denver, vice-president, and Richard Lyle of Pueblo, secretary-treasurer. Directors are Guy Pearce and John Hollingsworth of Denver, John Brown of La Junta, George Barrett of Fort Collins, Earl Day of Montrose, E. C. Webb of Colorado Springs, and Mart Benson of Alamosa.

Texas and Oklahoma at San Antonio

WITH THE EMPHASIS on boosting sales and lowering costs, 270 laundries and dry-cleaners met at San Antonio on March 27-28 for the annual joint convention of the Texas Laundry and Dry Cleaning Association and the Oklahoma Laundry Owners Association.

A Procter & Gamble sound picture, "More Bundles for Ben," launched the program with techniques for selling laundry and drycleaning. G. W. Boyd, sales manager of the Sanitane Division of Emery Industries, Inc., continued this theme in the Thursday-morning session with a talk on "Pat-

tern for Profit" and extended it still further in the afternoon conferences on "Sales Ideas for Drycleaning."

Costs came up for consideration when Sam Webster and Kenneth Duncan of the Wage Stabilization Board, Dallas, spoke on allowable wage increases. Later in the afternoon Lee Ogletree, Ft. Worth efficiency engineer, and A. B. Spain, Jr., Curran's Laundry, Ft. Worth, discussed use of multiple-form tickets for economy.

In Friday sessions William E. Merer, manager of the sales and advertising department of



New Texas officers, left to right: Dave Wallace, Jack Henckels, A. C. Skinner and Floyd Thorn, Jr.

the AIL, discussed methods by which any laundry could increase sales during April, and followed it up that afternoon with several other sales ideas.

Variations from the sales-costs themes were provided by Norbert J. Berg, managing ex-

AMAZING TEST RESULTS!

NEW IMPROVED THERMOTEX LASTS

TWICE AS LONG AS OTHER COVERS!

Tough as a buffalo hide! THERMOTEX will wear better...last longer...than any other cover cloth made...by a wide margin. In 99 cases out of 100, THERMOTEX will at least double cover life.

Allows faster finishing...more uniform ironing... because THERMOTEX conducts heat to all parts of the fabric...yet resists heat damage like asbestos!

Saves like a miser! You save on cover cloth costs...on time and labor, through fewer changes...on increased, faster production.



There's nothing like Thermotex! Buy it by the roll

Make your own tests! A century of Kohnstamm experience and know-how stands behind this superior product. Call your Kohnstamm man today, or drop us a line.

H. Kohnstamm & Co., Inc.

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 PITTSBURGH - ST. LOUIS - SAN ANTONIO - SAN FRANCISCO - SEATTLE

OF QUALITY LAUNDRY AND CLEANING SUPPLIES



ecutive of the NICD, who gave a rundown on problems and advances of the industry; Albert Shepherd of Shepherd's Laundries, Beaumont, with a report of the legislative committee; a color-slide feature on prominent industry members; a discussion by three OPS officials;

and a conference, "Washateria Service and Plant Sales Outlet Combined," by A. C. Skinner, Jr., Oriental Laundry and Dry Cleaning, Corpus Christi, and Charles A. Burton, Burton's, Austin.

Two luncheon addresses featured newspapermen, columnist

Morris Frank of the *Houston Chronicle* and Cal Tinney.

For entertainment there were tours to San Jose Mission and the Alamo, a Mexican dinner and dance at La Villita, a restored Spanish village in the heart of San Antonio, and a dinner-dance at the Plaza

Hotel ballroom as the windup.

Newly elected officers of the Texas group are Jack Henckels, Ft. Worth, president; A. C. Skinner, Corpus Christi, vice-president; Floyd Thorn, Jr., Houston, vice-president; Dave Wallace, Dallas, secretary-treasurer.

Massachusetts Features Young Men

YOUNG MEN of the New England laundry industry held the organizational meeting of a group which promises to grow into a permanent, sectional "young men's conference" at the time of the 41st annual convention of the Massachusetts Laundryowners' Association, Inc., in Boston on April 4th and 5th. The group will be patterned after the very successful young men's conferences which have been conducted annually under the auspices of the American Institute of Laundering on a nationwide scale in various cities.

Periodic plant visits in the New England area and evenings devoted to discussions of industry problems will be the occasions for future meetings of the group. Any young man under 40 years of age who is active in the management of a plant which is a member of the Massachusetts association is qualified for membership in the new group. Representatives of allied trades firms who are under the age limit and who are

serving laundries in the New England area are also qualified. First president of the budding organization is Richard Brown, president and general manager of Whyte's Laundry, Roslindale, Mass. The group will be known as the Massachusetts Laundryowners' Association Young Men's Club.

The annual convention of the Massachusetts association opened on Friday evening with a board of directors dinner followed by three talks on subjects of current interest to laundryowners. The first of these was presented by John Carruthers, of the Boston accounting firm, who asked "Has The Laundry Industry A Future?" In the course of his remarks, Mr. Carruthers made several pertinent observations concerning the effects of inflationary forces on laundry prices. His comments were illustrated by several interesting cost and profit comparisons gleaned from audit surveys in many plants throughout the eastern United States. (See

STARCHROOM LAUNDRY JOURNAL, April, 1962, page 32.)

Second speaker of the evening was Charles D. Kean, director of services, import-export division, regional OPS office in Boston, who discussed "OPS and Price Relief Requests." Mr. Kean's remarks included an optimistic and forthright discussion of the practicability of price relief for laundry plants in those cases where the need exists. He was followed by Ansford L. Christensen, manager of the American Institute of Laundering's department of production and engineering at Joliet, Ill. A native of New England, "Chris" was greeted by several old friends on the occasion of his visit. His subject, "Whose Quality Is Showing?" was a very frank analysis of what constitutes good quality, how it is achieved and how it builds sales.

The following morning, while the young men were holding their informal organizational meeting, the annual business meeting of the Massachusetts

association was held. It included the election of officers and directors for the ensuing year and the reports of the various officers on association affairs. Mr. Arthur C. Stevens, AIL director of the New England states, rendered a report of the recent AIL directors' meeting held in Joliet.

Guest speaker at the annual membership luncheon was Walter Leathe, a young man who told "a stranger than fiction" story of his experiences while on a tour of Europe. Literally "Shanghaied" into the French foreign legion, Mr. Leathe's experiences are to be found in a book soon to be published.

The accent on youth was further emphasized at the program immediately following lunch. A panel of six young men who are "sparkplugs" in the newly formed Young Men's Club, took over the meeting under the chairmanship of Joseph A. Robertson of Rutter's Laundry, Lawrence, Mass. Each man talked briefly on a recent development in his



Featured speakers at the young men's panel on production and sales problems (left to right) David Kinney, Colonial-Hennessey Laundries, Pawtucket, R. I.; Murdock Johnson, Creamer-Wing United Laundries, Boston, Mass.; Panel Chairman Joseph A. Robertson, Rutter's Laundry, Lawrence, Mass.; Association President Fred A. Blake; Richard Brown, Whyte's Laundry, Roslindale, Mass.; John Gikas, Crystal Laundry, Manchester, N. H.; and Arthur Brown, Universal Laundry, Portland, Me.



**THE GOING'S GOOD ON THE
'Ozonite route'**

It's a fact... washrooms do run smoother when you're washing with Ozonite. For a very good reason.

You know that your washing mixture is right! Not just today, but every day. That's the beauty of washing with complete, efficient, factory-built detergent which never changes—in composition or results.

It's no trick to get top quality work with Ozonite. If your equipment is in good order and your washing temperatures controlled, you can count on Ozonite to do the rest—with minimum supervision. You're safeguarded against over-building or under-building. Your customers' clothes are clean—and safe.

Travel the time-tested "Ozonite Route." You'll find the going's good... the results equally good in terms of customer satisfaction through quality control.

OZONITE

Procter & Gamble • Cincinnati, Ohio



plant. Robertson described the setting up of a drycleaning department at his plant with emphasis on the successful first year of operation. He was followed by Murdock Johnson of Creamer-Wing United Laundries, Boston, who talked on wholesale laundry production slants. David Kinney of Colonial-Hennessey Laundries, Pawtucket, R. I., described their experiences with "packaged" laundry services. "Group Insurance In Action" was Dick Brown's subject. John Gikas of Crystal Laundry, Manchester, N. H., presented a comparison

of two new methods of simplified identification as actually applied in his drycleaning and laundry departments. "Why Wash At Home For 15 Cents An Hour?" was the title of an original talk prepared by Arthur Brown of Universal Laundry, Portland, Me., for presentation to women's clubs and similar organizations. The presentation is a very convincing argument against washing at home which is easily adaptable in shortened form as a piece of printed material for use by route salesmen in making solicitations for business.

The annual cocktail party concluded the convention.

Officers of the Massachusetts Laundryowners' Association for the ensuing year are Fred A. Blake, Gardner Steam Laundry, Gardner, Mass., president; Harry A. Wales, Family Laundry Co., Malden, Mass., vice-president; Forrest I. Neal, Jr., South Weymouth Laundry, South Weymouth, Mass., secretary; Keelan S. Milbury, Hinds Laundry, Bookline, Mass., treasurer. Members of the board of directors include the officers and Henry W. Kruschwitz, Ideal Soft Water

Laundry, Amesbury, Mass.; Russel Dale, Jr., Dale Brothers Laundries, Springfield, Mass.; Edward S. Frenier, Highland Laundry, Holyoke, Mass.; Arthur H. Parsons, Parsons' Laundry, Salem, Mass.; A. I. Neves, Peerless Laundry, Inc., Fall River, Mass.; Joseph A. Robertson, Rutter's Laundry, Lawrence, Mass.; and James G. Mackenzie, Jr., New England Laundries, Somerville, Mass. Gordon L. Rayner is manager of the Massachusetts Laundryowners' Association with headquarters in Boston.—

James A. Barnes.

Ohio Laundryowners Convene

MEMBERS OF THE OHIO Laundryowners Association divided their time equally between plant tours and business conferences at their annual convention held April 17 and 18 at Cincinnati.

Visits to local laundries, the Procter & Gamble Company, and The American Laundry Machinery Company occupied the mornings of the 44 attending laundryowners. Afternoon sessions were devoted to talks by a panel of speakers which included successful operators from the Ohio Association, members of allied trades, and representatives of government agencies.

A luncheon led off the first business session. The keynote address, "Patterns For Profit," was delivered by G. William Boyd of the Sanitone Division, Emery Industries.

Stating that the laundry industry has a market potential equalled by few other industries in the nation, Foster Lee

of the AIL discussed the role of public relations in sales promotion.

Additional topics covered included the world and economic outlook for 1952, discussed by Wilson Wright of Procter & Gamble. Ben Stoner of OPS explained how to apply for an increase in prices under the price control program, and a forum on wage and salary stabilization regulations was conducted by William S. Singley and Richard Green of the U. S. Department of Labor.

Moral foundations in government was the subject of a speech by Charles P. Taft, Ohio candidate for the GOP gubernatorial nomination, at the luncheon opening the second day's business session. Other speakers were Wayne Wilson of The American Laundry Machinery Company, who stressed the present day need for suburban laundries, and Wayne P. Westfall of International Business Machine Cor-



New Ohio trustees: Jack Salzer, left, and Donald Dolbeer. Arthur Lane, a third new trustee, was not present when photo was taken

poration, who talked on the & Cleaning Company, Painesville, who explained the operation of a quick service, drive-in.

An open forum on successful methods of laundry operation was conducted by three members of the association. They were William E. Kenney, Jr., The Davis Laundry & Cleaning Company, Cleveland, who discussed problems pertinent to the large city laundry; Carl P. Kramer, City Laundry and Dry Cleaning Company, Findlay, who talked on efficient laundry operation in the smaller city; and Smith Fletcher, Painesville Laundry. Three trustees elected for three-year terms are H. Donald Dolbeer, Springfield; Arthur Lane, Youngstown; and Jack Salzer, Cleveland. These, together with the six other trustees still in office—Edwin R. Durham, Columbus; Harry Elliott, Wooster; Edward C. Gabriel, Cincinnati; Charles H. Larkin, Toledo; Robert F. Miller, Canton; and Gordon Schwan, Mansfield, will meet within 60 days to elect new officers. •

LAUNDRY BUSINESS TRENDS

New York

Mar. 22—5.9% less than last year
Mar. 29—0.4% more than last year
Apr. 5—2.9% less than last year
Apr. 12—5.1% less than last year

M. R. Weiser & Co., New York

New Jersey

Mar. 22—3.1% less than last year
Mar. 29—1.7% more than last year
Apr. 5—1.5% less than last year
Apr. 12—2.5% less than last year

M. R. Weiser & Co., New York

New England

Mar. 22—3.6% less than last year
Mar. 29—6.7% more than last year
Apr. 5—3.3% more than last year
Apr. 12—4.5% more than last year

Carruthers & Co., Boston

Southeast

Feb.—1.0% more than last year

James R. Wilson, Inc., Atlanta



Performs 32 OUT OF 37 WASHING OPERATIONS Automatically

THE NEW PELLERIN MILNOR FULLY AUTOMATIC

SEQUENCE TIMER

LESS SUPPLY INJECTION

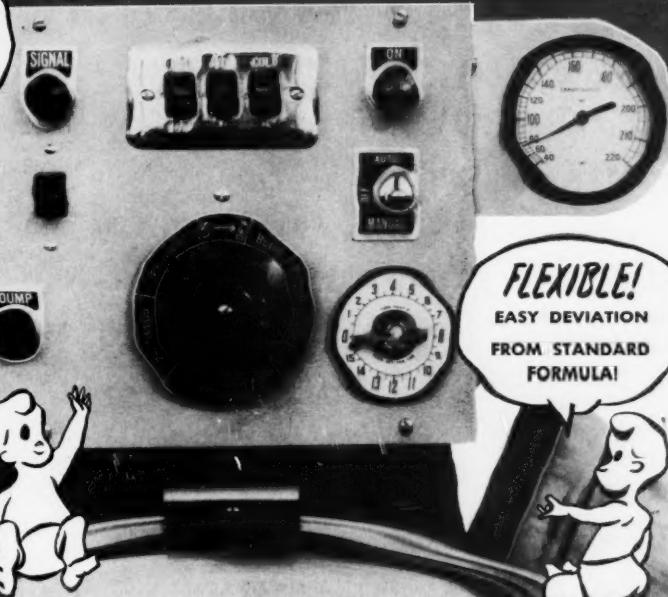
EFFICIENT!

REQUIRES MINIMUM
OPERATOR
ATTENTION!



SIMPLE
OPERATION!

WASHMAN NEED
ONLY ADD
SUPPLIES!



FLEXIBLE!
EASY DEVIATION
FROM STANDARD
FORMULA!



AUTOMATICALLY opens and closes dump valve, opens and closes hot and cold water inlet valves to fill and maintain proper low water level for sudsing and souring operations and high water level rinsing and bluing operations. Control audibly and visually signals operator each time supplies are required and at end of washing cycle. All "Splits" for automatic washing of

delicate fabrics in lukewarm water obtained by simple flick of two switches on face of panel. Full semi-automatic control of water level, temperature and dump valve additionally provided to make deviation from standard formula easily accomplished.

Pellerin **MILNOR** CORPORATION

8000 EDINBURGH ST. • NEW ORLEANS, LA. • GALVEZ 5746

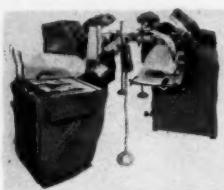


INQUIRE TODAY!

... FROM YOUR JOB-
BER, OR PHONE, WIRE,
OR WRITE US AT ONCE.
WE WILL BE GLAD TO
HAVE A REPRESENTA-
TIVE CALL.

NEW PRODUCTS and LITERATURE

Unipress Two-Girl Shirt Unit



An output of up to 96 quality shirts per hour with two girls is claimed for the new Unipress Constellation shirt finishing unit. The new unit incorporates two new machines, a Unipress one-lay sleever and a Unipress automatic folding table. The manufacturer claims that these machines eliminate the sleev ing and folding bottlenecks which ordinarily hold down production on standard two-girl units. The sleever irons two shirt sleeves with one six-second lay, cutting finishing time as much as 75 percent.

The folding table folds, bands, and stacks shirts automatically. The operator merely lays the shirt in position, presses the operating button, and goes about other work. The table is said to handle all sizes of shirts and regular or French cuffs with equal ease.

Operator No. 1 handles the sleever, folding table, and bosom press. Operator No. 2 takes care of the collar and cuff press, the yoke press, and the back press. Work is balanced between operators for smooth, coordinated production with a minimum of fatigue. The unit requires only 9'8" by 13'2" floor space.

For further information write the Unipress Company, 2800 Lyndale Avenue South, Minneapolis, Minn.

Stoker Literature

An attractive new three-color bulletin on spreader stokers has been released by Erie City Iron Works, Erie, Pa. Two types of

stokers are discussed, the dumping grate type and the "Travagrade" type.

Construction, parts, and applications are described fully. The bulletin is profusely illustrated with cutaway drawings and photographs.

Cissell Twin Tumbler



Speed, compactness, and efficiency are claimed for the new Cissell Twin tumbler. Consisting of two 26 x 24-inch cylinders set one above the other, the unit features low operating cost and requires a minimum of floor space. Each of the two baskets has a maximum capacity of 15 pounds dry weight.

Each basket operates independently with separate motors, exhausts, and individually regulated basket temperatures.

Other outstanding features include construction of 16-gauge steel; all-welded, galvanized steel basket; highly efficient cast-aluminum, direct driven fan; and shock and heat-resistant glass windows in doors.

Moisture condition of one load does not affect the drying time of the other. When either door is opened the basket stops, but the exhaust fan continues to run. Thus cool, outside air is drawn into the basket through the open door, preventing a hot-air blast in the operator's face.

Twin tumblers are available in either gas or steam-heated models. Basic unit for both models is the same, so fuel conversion may be easily accomplished at any time. Photo shows gas-heated model at left, steam-heated unit at right.

Descriptive literature is available from W. M. Cissell Manufacturing Co., Inc., 831 S. First Street, P. O. Box 1143, Louisville, Ky.

New Wetcleaning Detergent

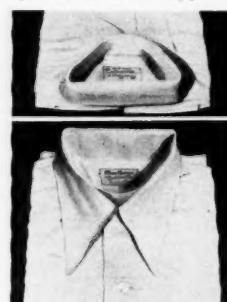
Pensuds, a new synthetic detergent designed for wetcleaning operations in the drycleaning industry, has been announced by the Pennsylvania Salt Manufacturing Company.

Newest addition to the family of Pennsalt chemicals developed for the drycleaning field, Pensuds is compounded for heavy soil removal, yet is said to be safe to colors and fragile fabrics. The new product has been field tested in a number of cleaning plants under a variety of operating conditions. It functions effectively in both hard and soft water and is free rinsing. Pennsalt states.

Pensuds can be applied dry-to-the-wheel or in solution, and can be used on the acid side for washing fugitive colors.

The new detergent is being manufactured at the company's Wyandotte, Michigan, plant and is packaged in powdered form in 50- and 100-lb. drums.

Sport Shirt Collar Supports



The Howe Paper Corp. announces an additional use for the patented Glenn Anderson collar support. When used in sport shirts, Glenn Andersons permit the delivery of shirts with the same good-looking, stand-up collars used by the better sport shirt makers in displaying their new shirts.

Glenn Andersons not only make the stand-up collar pos-

sible, but also prevent collar crushing and protect the collar points from curling, it is stated. As far as laundry operation is concerned, they are designed for speed and ease of handling. As the shirt comes off the folding template, a girl can lift the shirt with one hand and insert the support easily with the other. There is no need to lay the shirt down to intricately insert a support. The Glenn Anderson type support will not pop out, but remains in place to give adequate protection until the shirt is desired for use, the maker claims.

For further information, contact the Howe Paper Corp., Box 109, 670 Young St., Tonawanda, N. Y.

Adjustable Handles for Hild Machines

Hild floor scrubbing and polishing machines are now made with adjustable handles. By merely setting a thumb-screw, the handle can be raised or lowered to the operating position that is most comfortable for tall or short operators. This new feature, now standard on all except the two smallest models, makes it even easier to operate these machines.

With a series of easily interchangeable attachments, Hild machines may be used to scrub, wax, polish, buff, sand, grind, or steel-wool floors of all kinds, it is stated. Thus, a single machine may be used to recondition neglected floors, and then to keep these floors clean and bright. These machines may also be used to shampoo tacked-down carpeting without removing it from the floor.

There are six models of Hild floor machines, with brush spreads from 11 to 19 inches. All models are available with or without a solution storage tank mounted on the handle for use with the patented Hild shower-feed brush. Complete information may be obtained from Hild Floor Machine Company, 740 W. Washington Blvd., Chicago 6, Illinois.

Perma Identification System

The Perma Manufacturing Company, Inc., of Atlanta, Ga., has been granted a franchise for the manufacture and sale of the original Hayslip identification system and all replacement tags. This franchise is warranted to be the only franchise in existence under Patent No. 2455007.

(Continued on page 80)

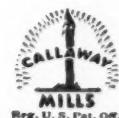


It's the NEW
Callaway
 Knitted Nylon
 Callanet!

IT'S THE ANSWER to laundry net
 headaches!

It's The Nylon net you've been hoping for.
*Open mesh insures speedier pinning—just what
 you've been asking for, waiting for—now it's here!*

Contact your Callaway Representative for
 further details of **CALLANET**—the laundry net that's
 made the way you'd make one for yourself if you
 could.



Callaway Mills Inc.

SALES SOLICITORS

New York 16, 295 Fifth Avenue

Boston 11, 38 Chauncy Street • Chicago 54, Merchandise Mart
 Detroit 1, Francis Palms Building • Atlanta 3, Candler Building

West Coast Representative:
 Ballinger & Co., San Francisco • Los Angeles • Seattle

(Continued from page 78)

Perma has purchased equipment to start manufacturing, and delivery schedules are being set beginning May 15th.

James E. Cox, owner of James E. Cox Company, Atlanta, Ga., and president of Yarbrough Supply Company, Inc., Nashville, Tenn., and Louisville, Ky., is president of Perma.

100-Pound Washette



John Cook, president of Cook Machinery Company, 4122 Commerce Street, Dallas, Texas, has announced the addition of a new 100-pound capacity washer to his firm's line of Cook Washettes.

This new machine has completed a one-year test run under actual laundry conditions in a large Dallas plant.

The washer is of all stainless steel construction and is available with manual, semi-automatic, or automatic controls. It has a drop of 42 inches. Overall depth is 53 inches, width 45 inches, and height 72 inches. It features a direct reversing gear head motor.

Roof Maintenance Manual

A new booklet entitled "Saving Old Roofs," published by The Tropical Paint and Oil Company, Cleveland 2, Ohio, illustrates how periodic maintenance can prolong roof life for many years and bring an old "worn out" roof back to life.

The booklet outlines the Tropical roof maintenance system, shows how 90 percent of leaky roofs can be restored, and discusses the problem of high outside labor costs and how they can be avoided. It details each step in preparation of the roof and application of Tropical roof maintenance products from inspection and treatment of coping tile to the final steps

of application over the entire roof.

Proper patching of holes and breaks in different types of roofs; detailed illustrations and text on repair of all types of flashings; what to look for and where to look for concealed leaks and future trouble-making factors such as shrinkage, rust and rot; and how treatment with a re-saturant often can restore a "dead" roof to new life and long efficiency are some of the conditions discussed.

Free copies will be sent maintenance men or plant managers on receipt of a letterhead request.

Literature on One Operator Press

"Why buy three when one will do" is the theme of the new brochure recently announced by Reliable Steam Pressing Machinery, Inc., 175-179 Bergen St., Newark 3, N. J. The subject is the Auto "Twin-Rapid" general purpose press. Beautifully illustrated in four colors, the brochure fully describes the operation of this completely automatic, one-operator press.

Customer Record System

An efficient system of customer records and detail distribution of sales is explained in the new Remington Rand booklet "Mechanized Accounts Receivable Posting." By use of the Foremost accounting machine, analysis columns in the journal provide daily sales totals by department, branch, product class or other breakdowns as required. Through a complete accounting control for every posting, a true picture of customers' payments and rates of activity, returns and adjustments may be secured.

Write to Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y. for Booklet-AB-587.

Allegheny Describes Western Services

"Allegheny Ludlum Serves the West," a new bulletin which illustrates and describes the expanded facilities of the Allegheny Ludlum Steel Corporation on the Pacific Coast, has recently been published. Data on equipment and production (types, sizes, materials, etc.) of the company's Los Angeles forge plant; range of

stock in its tool steel warehouses at Los Angeles and San Francisco; and sales and engineering representation in both of these cities and Seattle are outlined.

Jet Cleaner for Maintenance

A new jet cleaning unit able to throw a solid stream of hot chemical and provide a separate high impact jet of water has been announced by the Sellers Injector Corporation, 1684 Hamilton St., Philadelphia 30, Pa. In one compact unit, the Sellers Chemo Jet Cleaner is said to handle all requirements of the two-step cleaning procedure needed to remove smoke deposits, paint, and similarly stubborn matter.

For the chemical step, a 150 gpm. jet of hot undiluted detergent or solvent deposits a film of liquid on surfaces over 20 feet away. Through another hose and nozzle, the same unit shoots a high impact jet of water effective at distances up to 35 feet. This jet combines high temperature, high pressure, and volume to 1,000 gpm.; effortlessly removing the chemically soaked material by a hydraulic scrubbing action. All heating and propelling is done within the unit by ordinary plant steam, without heaters, pumps or any moving parts. Installation requires only connection to a plant steam and cold water line.

Fan Data

Chelsea Fan & Blower Company, Plainfield, N. J., has just issued a complete catalog, price sheet and engineering bulletin describing 30 fan types in over 300 sizes.

Included are complete specifications, dimensions, installation diagrams and product photographs, as well as extensive information on the proper selection and installation of fans for every industrial, commercial and residential requirement.

Plastic Collar Stays

Men's shirt collars may be kept neat and straight by new, extra-long adhesive stays which can be used over and over. Made of Vinylite plastic rigid sheet, Stay-Put adhesive collar stays are said to hold their shape despite temperature and humidity changes. At the same time, they are light and flexible enough to prevent discomfort

to the wearer. A protective paper coating is easily stripped from the stays, exposing the pressure-sensitive adhesive which establishes a firm bond between cloth and stay when the stay is pressed on the back of the collar tip. The adhesive is thin and transparent, preventing outline or shadow through the collar. By exposing this adhesive to the air as briefly as possible when transferring the stays from soiled to clean shirts, the stays may be used many times before losing their adhesiveness.

Further information is available from the Story Mfg. Co., 205 Lafayette Ave., Bellevue, Ky.

Insulation Maintenance

Insulation maintenance is a neglected factor in many plants and often leads to costly heat losses or operating inefficiencies. The Magnesia Insulation Manufacturers Association points out that the need for maintenance may result from normal wear and tear, from failure to repair or replace insulation damaged or removed during alterations, or from routine equipment maintenance work.

Most frequently, the need for insulation repair on pipe lines can be noticed around flanges and fittings which are opened for inspection or other purposes. Pipe insulation adjacent to chain hoists, doors or other moving objects may be damaged if not properly protected. Loose tie wires or bands and damaged canvas covering should be checked and repaired, the association points out. Small fittings insulated with cement are more likely to need periodic re-insulation than pipes and fittings with molded insulation.

One of the factors causing neglect of insulation maintenance, it is stated, is the need for stocking insulation materials of various types and sizes such as blocks, pipe sections, cement, canvas, wires and bands. This problem can be solved by arranging with an insulation contractor for periodic inspection and maintenance. Plants using such service, it is said, find that it more than pays for itself through prolonged life of the insulation and fuel savings.

For those who prefer to do their own insulation maintenance, a 96-page manual describing and illustrating application and maintenance techniques can be obtained by writing The Magnesia Insulation Manufacturers Association, 1317 F Street, N.W., Washington 4, D.C.

calgon
is indispensable with
all washing supplies!

Soaps . . . synthetic detergents . . . alkali . . . bleach . . . sour . . . blue . . . starch . . . fabric conditioners, are all seriously affected by soap film. Hardness minerals in the soil and hardness minerals that may be present in the water, combine with soap to form soap film. This new film, added to the old film from previous washes, prevents the supplies from doing a thorough job in the allotted time.

Calgon makes all washing supplies work better because Calgon eliminates soap film completely. Calgon prevents new soap film from forming and removes old soap film already present from previous washings.

The result—all your washing supplies can get right at the fabrics. You turn out better work at lower cost.

*Use Calgon** IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!
for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!

Instant Calgon
IN DRY FORM
READY FOR USE OR
FOR PREPARING SOLUTIONS

Calgon in Regular Form
FOR PREPARING STOCK SOLUTIONS

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

FOR
Laundry



**Shirt Boxes
Garment Boxes
Hat Boxes**

Combining 50 years of experience with extensive facilities for the manufacture of paperboard and boxes has enabled Cornell to supply the laundry industry with the finest in packaging materials.

A representative will be happy to discuss the filling of your packaging needs.

CORNELL
PAPERBOARD PRODUCTS CO.

MILWAUKEE 1, WISCONSIN

SPECIALTY PAPERBOARDS, FOLDING CARTONS, CORRUGATED BOXES, SOLID FIBRE BOXES, CLEATED FIBRE CASES, FIBRE WALL BOARDS

NEWS
from the
ALLIED TRADES

St. Joe Machines Celebrates 75th Anniversary



The two St. Joe plants: Stevensville, Mich., left, and St. Joseph, Mich.

St. Joe Machines, Inc., the parent company of Super Laundry Machinery Co. of St. Joseph, Mich., is celebrating its 75th Anniversary this year. Founded in 1877, the company has grown over the years to a point where it now has two large factories producing laundry equipment of all types, as well as special machinery for the packaging industry.

In 1931 Super Laundry Ma-

chinery Co. affiliated itself with St. Joe Machines, Inc., and is now a wholly owned subsidiary with jobber outlets and direct sales representatives throughout the world, doing a large yearly volume in all types of commercial laundry equipment. New developments now in the final testing stages are about to be offered to the commercial market, and George Fillbrandt, general manager of Super and

vice-president of St. Joe Machines, Inc., states that further developments and improvements are now on the drawing boards.

St. Joe Machines, Inc., under the same family ownership since its inception, and today headed by W. E. Hatch, has been a progressive leader in both of its fields throughout the years.

New Hagan Research Lab

Development and testing of combustion and process control systems and instruments will be a major function of the new research and development laboratory now nearing completion at Hagan Corporation's Orrville, Ohio, plant, according to D. J. Erickson, president. The new laboratory will be known as the "J. M. Hopwood Research Building" in memory of the founder of Hagan Corporation and a pioneer in automatic combustion control.

Apparatus for frequency-response testing of all kinds of components of control systems and instruments will be perfected there, the announcement by this combustion and chemical engineering firm said.

Huntley Elected Cowles President



ROBERT F. HUNTLEY

Robert F. Huntley was elected president of Cowles Chemical Company at the organizational meeting of company directors held April 8. Mr. Huntley succeeds Edwin Cowles, who continues as a director.

Mr. Huntley came with Cowles in July, 1942, as assistant to the president, after serving as technical director for the Sealright Co., Inc. In September, 1942, he was elected to the



**"Charlie's a regular talent scout since
he discovered Swift's Soaps!"**

Ordinarily, Charlie is a very steady type—with both feet solid on the ground. But, like countless other laundrymen, he's fairly carried away by his enthusiasm for Swift's Soaps.

You see, Swift's complete line includes the *right* soap for every need—for heavy soil... for a break... for low-temperature washing. And, as you know, the

right soap—and plenty of it—makes the difference.

To develop even better products for your purpose, Swift's Technical Laundry Research Division is working daily on soap and laundry problems. This means that Swift Soap products always have the quality and effectiveness to help you get better results in your laundry.

Call **SWIFT** first
for soaps

Listed below are some of Swift's fine soaps. You can order any one of them from Swift's distribution points coast to coast and expect immediate delivery.

White Ribbon Chips & Powder
Guaranteed Laundry Powder
Formula S Powder

Break-O Powder
Wool Soap Flakes & Powder
Glory Chips



Here's why

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Over-size casters on all Lane basket trucks for easy running under any load—that's why employees prefer Lane. All casters are securely lock-mounted on extra wide longitudinal shoes designed specifically to take the load—they last longer.

But did you know you can buy a quality Lane truck (caster for caster) for less than most other brand canvas trucks?

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below.

Lane

W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

Name _____

Company _____

Address _____

Town _____ Zone _____ State _____

My distributor is _____

board of directors and appointed Mr. Huntley, Mr. Cowles, C. C. Bassett and C. B. Lansing to the board of directors. David A. Gaskill was elected to succeed E. S. Bassett, who is retiring after serving over 30 years on the board.

The stockholders at their annual meeting earlier in the day

Sec-O-Matic Names New Executives

R. B. Tomkins recently announced the promotion of C. W. Blackman as general manager of the Sec-O-Matic Corporation, a General Precision Equipment Company subsidiary.

Mr. Blackman has been associated with Sec-O-Matic for a number of years as sales manager and maintains offices at the main plant, 55 La France Avenue, Bloomfield, N. J.

See also announces the appointment of Charles Binder as service manager. For the past four years a Sec-O-Matic service representative, he will now direct the firm's entire service force.



CARL W. BLACKMAN



CHARLES BINDER



JOSEPH ARUTA



JACK PORTER

Joseph Aruta has been appointed sales representative for the New Jersey Metropolitan area including Hudson, Bergen, Essex, Morris and Passaic Counties. His offices are at the main plant in Bloomfield, N. J. Jack Porter, formerly a field representative for Sec-O-Matic, has been promoted to district sales manager of the Western states. Mr. Porter, who for 15 years has been active in the drycleaning industry, maintains his offices at 4551 Alveo Road, La Canada, California.

Clinton Appoints Schwenger San Francisco Manager

The recent promotion of W. T. Huntley, Mr. Cowles, C. C. Bassett and C. B. Lansing to the board of directors. David A. Gaskill was elected to succeed E. S. Bassett, who is retiring after serving over 30 years on the board.

Schwenger will have charge of the sale of Clinton's varied corn products in the San Francisco Bay area, and in adjoining territory.

Walter F. Jackson will continue as general sales manager of the western division and the appointment of Mr. Schwenger will enable Mr. Jackson to devote more time to other territories in the division, Mr. Bendifix said.

West Coast offices for the corn processing division are located at 1 South Park, San Francisco 7.

Pellerin Milnor Names Smith



FRANK RODER SMITH

Frank Roder Smith was recently appointed assistant to the president of Pellerin Milnor Corporation of New Orleans, La. Mr. Smith is a native of New Orleans with a background in industries similar to Pellerin Milnor Corporation. A member of the Society of American Engineers, he was formerly assistant to the president at Higgins, Inc., nationally known ship-builders, and in that former capacity he functioned in all administrative matters from plant erection to operation, from personnel management to financing, and in the handling of Army and Navy contracts, as well as all local, national and international contracts. Mr. Smith will serve in similar capacities in his new post.

Hercules Election

Anson B. Nixon has been elected vice-chairman of the board of directors of Hercules Powder Company.

A vice-president of the chemical company since 1940, and a member of the board since 1932, Mr. Nixon takes his new post following the retirement of Leavitt N. Bent.

At the same meeting, Edward B. Morrow, Hercules vice-president, was elected chairman of the finance committee, succeeding Russell H. Dunham, who has relinquished chairmanship of the committee, while remaining a member of the finance committee.

Super Joins Permutit



ALBERT P. SUPER

The Permutit Company, manufacturer of ion-exchange resins and water conditioning apparatus, announces the addition of Albert P. Super to its research staff.

Mr. Super, a graduate of Virginia Polytechnic Institute with a B.S. in chemical engineering, has been appointed research engineer, assigned to the special applications department. Before joining Permutit, he was employed as a chemical engineer in the technical department of a large chemical company.

Diamond Names Distributor

Appointment of the M & L Supply Company, 595 South Main Street, Akron, Ohio, as distributor in northern and central Ohio of the complete line of specialized laundry detergents, soaps, and blues manufactured by Diamond Alkali Company, Cleveland, is announced by R. H. Wilson, Jr., manager of Diamond's Cleveland Branch Sales Office.

Organized in 1937 by M. Leyenthal and M. Schlitt, the Akron firm has been a distributor of Diamond solvents among northern and central Ohio dry-cleaners for a number of years.

Distribution of Diamond detergents and related chemicals for family and commercial power laundries, institutional laundries and linen supply plants in northern and central Ohio by the M & L organization will

We save 1 suds and
2 rinses on every load



That's the report from one laundry operator who uses scientifically designed Oakite Penetrant and Oakite Composition No. 53. He saves water, heat, soap; he saves 20 minutes per load—enough time to run another load per wheel per day.

OAKITE PENETRANT, used in the break and first suds, quickly wets out the load... helps soap loosen and suspend the bulk of the soils. Makes a subsequent sudsing operations much easier. Can't be beat for heavily soiled work clothes, overalls, jumpers, etc.

OAKITE COMPOSITION No. 53, added to the last suds or first rinse, gets more suds out of soap. Puts all inactive soap in washer and load to work—no lazy soap loitering on wheel or in clothes to prolong rinsing. Rinses completely—grey causing soils can't settle. Works specially well in hard water areas.

FREE BOOKLET 8043 tells all about these, other Oakite materials that cut laundry costs. Just fill in the coupon and mail it—today!

SPECIALIZED INDUSTRIAL CLEANING

OAKITE
MADE IN U.S.A.

Technical Service Representatives Located in
Principal Cities of United States and Canada

OAKITE PRODUCTS, INC.
228 Rector St., New York 6, N. Y.
Please send me a free copy of your booklet "Facts to help
you turn out quality wash."

NAME _____

ADDRESS _____



BANISH WASHROOM WEAR

... caused by harsh detergent action. Use Drew Detergents—packed with extra cleaning punch, and oil-buffered to banish Washroom Wear.

DREW OIL BUFFERING

Enhances the "feel" and increases the life of the fabric by feeding back the natural oils ... gives garments softer, smoother finish. Write today for full data on Drew Oil Buffered Detergents:

Naphole B
Buff
Napsoid

Breaksyn
Napsoap 60
Naps 22

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 East 26th Street
New York 10, N.Y.

CHICAGO
PHILADELPHIA
BOSTON



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

result in faster deliveries and better service to users of these products, Mr. Wilson said.

W. V. Johnson, Diamond technical service representative

headquartered at the company's Cleveland branch sales office, Penton Building, will continue to work closely with M & L salesmen.

Street's Speakers Feature SSS



C. B. KASSON



ERNIE HEIDERSBACH

Because of current interest in the Strong Soap System, ten different state conventions have featured speeches on this subject by representatives of R. Street & Co. Inc.

C. B. Kasson, sales manager, recently addressed both the Massachusetts and Connecticut conventions, and has been scheduled to speak at New York and Minnesota meetings.

Ernie Heidersbach, sales pro-

motion manager, has given recent talks on the subject to the Nebraska-Iowa, North Carolina, and Colorado and Mountain States conventions. Dur-

ing May, Mr. Heidersbach will appear at meetings of the Oregon, Northern Wyoming, Montana and Southern Alberta, and Idaho conventions.

Most delegates attending these various conventions will receive copies of Street's Convention Release #101 titled "The SSS Is Here To Stay," a four-page mimeographed outline of the talks being given by both Kasson and Heidersbach.

Extra copies of the release are available from R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Ill.

Kuehn Completes 50 Years



Albert Kuehn, sales representative of The American Laundry Machinery Company, was honored recently in ceremonies at the firm's Cincinnati offices for his 50 years of continuous service with the company. Company officials and Mr. Kuehn's close associates through the years were present.

C. O. Knowlton, vice-president and general sales man-

ager, presented Mr. Kuehn with a diamond-studded 50-year service pin and a silver service set. Shown from left to right are Mr. Knowlton; J. M. Garvey, president; Mr. Kuehn, and J. F. Aulen, southern division manager.

Mr. Kuehn started in the Cincinnati factory of the original American Co. in 1902, and was transferred to the field engineering force in 1908. He

began his selling career in 1915 with the company's southern division and has represented the company there ever since. He is American's first 50 years of continuous service with the firm.

Resillo Honors Joe Stone



Sales manager Al Henning, right, presents gold watch to Joe Stone

At a sales dinner held recently in New York City, Joseph Stone, eastern division sales manager of Resillo Co., was paid high tribute on the occasion of his 10th anniversary of outstanding service. Mr. Stone

has been identified with the industry for many years, the past 10 of which being devoted to close cooperation with Resillo jobbers in his territory. His friends wish him many more years of success.

Morris & Eckels Honors Employees



The Morris & Eckels Division of Carman & Co., Inc., honored several of its veteran employees during a recent dinner party held in Baltimore.

Tribute was paid John T. Lowe, president of Morris & Eckels, Miss Marie Habert, treasurer, and Miss Elizabeth Curfman, receptionist, for their 40 years of faithful service. As a token of appreciation Mr. Roland

Lowe was presented with a traveling bag and Miss Habert and Miss Curfman received gold circle pins with aquamarine flower centers.

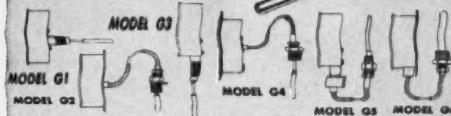
Other employees honored were George Stapp, secretary, and Carl Lemmond, senior representative, for 30 years of service; Hal Cox, vice-president and general manager, for 20 years of service; Roland



- ★ Low-cost protection . . . due to large, specialized production.
- ★ Precision-built indicators provide accurate temperature readings.
- ★ Wide selection of dial ranges to meet specific requirements.
- ★ 6 stock types available as shown.

MODEL "G"

Select the type that is best for your purpose. 3 1/2" dial; evenly calibrated scales. Priced from \$18.



MODEL "F-1"

This Auto-Lite dial indicating thermometer has solid liquid filled movement and evenly calibrated 4" dial. Available with flexible capillary tubing for remote reading. Priced from \$22. Adjustable, electrical alarm contacts at small additional cost.



Drawing at left shows 3 positions of which Auto-Lite F-1 Thermometers may be mounted by simple screw adjustment.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO



THE ELECTRIC AUTO-LITE CO.,
Instrument and Gauge Division,
Toledo 1, Ohio

Please send your illustrated catalog, describing the various styles and types of Auto-Lite indicating and Recording Thermometers.

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COMPANY _____

ADDRESS _____

(Indicate purpose for which thermometers are required.)

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says the Stadham 'cover' girl -

"No matter what the type or style of press—Stadham fills the need better. Longer wearing... quality finish... increased production."



A complete line of
press covers and press pads
featuring
STAD-SPUN
and
STAD-TEX
treated nylon cloths.

Call your Stadham distributor—he will help you with your press maintenance problems.

- press pads, press covers, bags, aprons and textile specialties.



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COMPANY INC. • HEXAGON DIVISION

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Speedy

WASHERS WASH-RINSE-EXTRACT

10 NINE POUND LOADS PER HOUR

Washing Compartments are 22" square, 15" deep. Extractor capacity 10 lbs.

The Spinner Unit is powered by a $\frac{1}{2}$ H.P. Heavy Duty Motor with V-belt drive. The Two Washer Compartments use entirely separate transmissions, each powered by a $\frac{1}{2}$ H.P. Heavy Duty Motor.

The Automatic Controls on the Model "LAP" Washer enable one person to operate as many as four Speedy Washers and process up to 40—nine-pound loads per hour.

When clothes are removed from Spinner Basket they are COMPLETELY extracted — no need for further extraction.

This washer comes with Plumbing Built In, requiring only two hose connections to install.

Write for catalog and prices

Specifications

Width ... $64\frac{1}{2}$ "
Depth ... 22"
Height ... 38"
Weight ... 546 Lbs.

SPEEDY WASHER MANUFACTURING CO.

5500 N.W. 2nd Avenue, Miami 38, Florida

Ferguson, sales representative, Chemical Manufacturing Company and Miss Edna Clary, secretary, it was recently announced by Arthur Saltz, sales manager. Mr. Schuster's 20 years of experience of plant operation, field service, and technical consultation work in the industry make him a valuable addition in National's program of expanded service to the New York area. He is a former plant manager of one of the world's largest chains.

National Cleaners Appoint Schuster



HENRY SCHUSTER

Pennsalt Certificate

Henry (Hank) Schuster has been named regional director of technical service for the New York-New Jersey area to represent the National Cleaners

Henry (Hank) Schuster has been named regional director of technical service for the New York-New Jersey area to represent the National Cleaners

QUICK SERVICE LAUNDRIES**UPGRADE**

AND
MAKE
MORE
MONEY
\$\$\$\$

The First Item
You Need

**BASKETS**

Send for Catalog and Prices

W. J. McELMOYL CO.

63 Church Street

Groveville, N. J.

ment, it was revealed by the AIM.

In awarding its Certificate of Management Excellence, the AIM reported that their analysis to determine this rating covered 10 categories. These are: Economic Function, Corporate Structure, Health of Earnings Growth, Fairness to Stockholders, Research and Development, Directorate Analysis, Fiscal Policies, Production Efficiency, Sales Vigor, and Executive Evaluation.

The Institute reported that its studies included 47 chemical corporations, classified as such by the Securities and Exchange Commission, and that 13 of these corporations, including Pennsalt, received certificates. Pennsalt received a similar award last year and at that time was cited by AIM as having the highest score of all companies studied in the category, "Fairness to Stockholders."

Lane Selects Tyson Agency

W. T. Lane & Bros., Inc., Poughkeepsie, N. Y., has appointed O. S. Tyson and Company, Inc., New York, N. Y., as its advertising agency. Lane manufactures canvas baskets,

**Sautter to Represent
Wiegand**

The appointment of John A. Sautter as sales representative has been announced by Paul T. Wiegand, president of the Wiegand Laundry Machinery Co., Buffalo, N. Y.

Mr. Sautter will cover the Northeastern states, calling on laundries, launderettes, motels, hotels and drycleaning establishments. He is a familiar figure in this territory, having

SUPREME

ONE OF

CLINTON'S

"Petal Smooth"

**LAUNDRY
STARCHES**

NON-CONGEALING

USE HOT OR COLD

GIVES FLEXIBLE FINISH

EASIER IRONING

CLINTON

CLINTON FOODS INC.

CLINTON, IOWA

s-m-o-o-t-h !



A curvaceous swimmer, Miss Gibbons,
Could execute dives that were "pippins".
She would dive smooth and true,
Like flat-work riding through
An ironer on Gilmer Feed Ribbons!

Smooth as a swan dive . . . that's how flat-work rides through the ironer on Gilmer Feed Ribbons. And it's a one-way ride—no re-runs—saving time, work and money . . . producing wrinkle-free results and better finished bundles.

Gilmer Feed Ribbons are skillfully woven from finest long-wearing cotton. Edges are perfectly straight. Thickness is uniform throughout. Made in sizes for all ironers, they come packed in sets sealed against dust and soiling. Order a set from your supply house today!

Gilmer FEED RIBBONS

More than 40 years' experience goes
into every one!

L. H. GILMER COMPANY
Division of United States Rubber Company
TACONY, PHILADELPHIA 35, PA.

SAVES
UP TO \$500
A YEAR
PER TRUCK!



**THIS LITTLE DEVICE TELLS YOU
BUSY TIME-IDLE TIME-OVER-
TIME . . . ALL DAY LONG!**

The Servis Recorder shows every move your motor truck makes—when working and when standing, and how long—as shown on its chart (at left). Thus your motor truck writes its own story daily. You SEE all delays at a glance—and correct 'em! Save up to \$500 a year per truck. Over 100,000 trucks now equipped. Money-saving booklet free. The Service Recorder Co., 1375 Euclid Avenue, Cleveland, Ohio.

The Servis Recorder
Keeps Motor Trucks Busy

spent the last six years covering this area as a representative for various lines in the laundry and drycleaning equipment industry.

The Wiegand Company is an authorized distributor for a wide line of washers, tumblers, extractors, ironers and other allied equipment.

Wyandotte Appointments



HOWARD E. HASTEDT



WILLARD C. VAN KEUREN

Howard E. Hastedt and Willard C. Van Keuren recently became managers of Wyandotte Chemical's Chicago and Philadelphia districts.

Mr. Hastedt, a graduate of the A.I.L school, is the son of a well known Harrisburg, Pa., laundry operator, and has been active in the laundry industry for over 15 years. He became a Wyandotte laundry department sales and service supervisor in Pittsburgh in 1945. In 1950, he was transferred to the home office, in charge of the laundry and drycleaning section of the technical service department.

Mr. Van Keuren has been a sales and service supervisor in Wyandotte Chemicals' Boston district since 1945. He brings to Wyandotte's Philadelphia district a broad and practical experience in the application of cleaning, sanitizing and washing compounds.



JOHN I. GERDON

John I. Gerdon has been named to work out of Wyandotte's Pittsburgh, Pa., office, 1114 Oliver Bldg. Mr. Gerdon is an O.M.I. graduate and has been actively connected with the industry since 1939.



Camelforms
CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the **Most economical & Most practical & Quickest set-up method** for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices. WRITE DEPT. B-1

Campbell
BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

Troy Names Sheehan Sales Representative



RAYMOND F. SHEEHAN

representative covering Maine, New Hampshire and eastern Massachusetts.

Mr. Sheehan is a graduate of the AIL management course in production and engineering. He also holds a Bachelor of Science degree in business administration from St. Michael's College. During World War II he received four months specialized training in the Army laundry school, then spent 26 months overseas in charge of various Troy mobile laundry units processing work for station and field hospitals. For the past year he has been a sales correspondent at Troy's home office in East Moline, Illinois.

Mr. Sheehan will make his headquarters at Troy's office, 409 Park Square Building, Boston, Mass.

Wilbert-Miller Spotting Clinic



An interesting and successful meeting for spotters was sponsored by The Wilbert-Miller Co. and held at the Chittenden Hotel, Columbus, Ohio, on March 28th. Nearly 150 key executives and spotting department personnel attended.

Simplified spotting was demonstrated by Miss Mae Kennedy, of Kennedy Products, Inc., an authority on stain removal. Miss Kennedy has been identified with the industry for 25 years, gaining most of her experience as manager of the rotary.

TREMENDOUS SAVINGS in HANDLING COSTS of IDENTIFICATION and ASSEMBLY by One-Pass Marking and Stapling with the new **DUAL DUTY TAG-O-LECTRIC**
FOR DRYCLEANERS

Makes, marks and attaches tags as fast as operator can handle garments. Saves 8,000 handling motions on each 1,000 garments.

TAG-O-MATIC FOR DRYCLEANERS
Marks, cuts, ejects and stacks tags in split-second operations. Any numbers, letters or code.

RIBBON-RITE
MARKING MACHINE
Prints thru a ribbon and is always ready. Ideal for marking shirts. Washout ribbon for marking at wet assembly.

LOT-SYSTEM
TAG-O-LECTRIC FOR LAUNDRIES
Fastest, simplest, most economical identification for shirts, bachelor bundles and family work.

Use Genuine TAG-O-LECTRIC FIBEROLLS
10 colors, color stripes. Use "ribbonized" Marking Ribbon, or use Tag-O-Lectric Shipping Kit required for guaranteed results.

246 WALTON ST., SYRACUSE 2, N. Y.

WHO'S GOING 'ROUND IN CIRCLES?



Are they jumping from press to press . . . wearing themselves out—with only a fair amount of production?

Now's the modern, efficient way. No Waste Motion . . . No Operator Fatigue—with Maximum Output! Your press does all the work. After all, that's what machinery is for!

Auto "TWIN-RAPID" GENERAL PURPOSE PRESS

Let your presses—not your operators—do the work! Eliminate waste motion and operator fatigue while increasing your production with the Auto "TWIN-RAPID". The secret's in the rotating turn-up table. A light touch on the foot pedal starts the table automatically to rotate. Thus, while garments are being pressed (through the steam box), others are being fed in and out. You choose the turn-up to fit your individual needs. Write for complete details.

The ONE OPERATOR PRESS that's actually 3-PRESSES-IN-1

GET THE FACTS TODAY!

* ALSO AVAILABLE AS ONE OPERATOR SHIRT PRESS.

Without obligation, please send complete information on the Auto "Twin-Rapid" General Purpose Press.

NAME OF FIRM _____

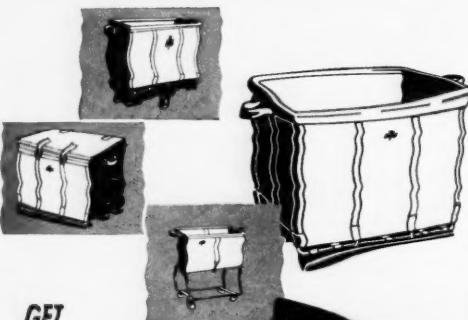
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CITY _____ STATE _____

YOUR NAME _____ JOBER _____

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GET
SHAMROCKS
 CANVAS BASKETS, . . . FOR RUGGED SERVICE!
 HAMPERS, TRUCKS . . . FOR MOVING JOBS FASTER!

BUILT FOR YEARS OF SERVICE

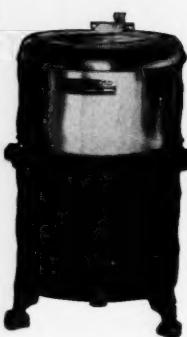
SALES OFFICES:
 NEW YORK—37 W. 43rd St., MU 2-1437.
 CHICAGO—R. M. Thorson, 1400 Lake Shore Drive, Whitehall 4-4100. ATLANTA—4403 Jefferson St., Chamblee, Ga. Phone 7-2430.
 FORT WORTH—V. M. Hooton, 717 Ayers St., Lockwood 6554. SAN FRANCISCO—10 Glenn B. White & Assoc., March, Marin, HC 1-3204.
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The most efficient time
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 tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

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 TOLEDO, OHIO

Convention Calendar

New Jersey Laundry and Cleaning Institute
 Spring Convention
 Essex House
 Newark, New Jersey
 May 15, 1952

Oregon State Laundry Owners' Association
 Eugene Hotel
 Eugene, Oregon
 May 15-17, 1952

Laundry & Dry Cleaners Association of Montana,
 No. Wyoming, and So. Alberta
 Finlen Hotel
 Butte, Montana
 May 16-17, 1952

Minnesota Institute of Laundering & Cleaning
 Hotel Nicollet
 Minneapolis, Minnesota
 May 16-17, 1952

Indiana Laundryowners Association
 South Shore Inn
 Lake Wawasee, Syracuse, Indiana
 May 16-18, 1952

Linen Supply Association of America
 Annual Convention
 Hotel Statler
 New York, New York
 May 19-21, 1952

Idaho Laundry & Dry Cleaners Association
 Rogerson Hotel
 Twin Falls, Idaho
 May 23-24, 1952

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★ Finest Cotton Laundry Net Made!

Test Longboy in your plant
—see its longer life and
greater strength than the easy-
to-identify Gold Stripe.Made by the Makers of
PLASTYLON
Plasticized Nylon NetsOrder from Your Jobber or Write Direct to
CARSON TEXTILE CO., INC.
ONE PORTER ST., PHILA. 48, PA.

Wisconsin Institute of Laundering

Northernaire Hotel
Three Lakes, Wisconsin
May 23-24, 1952

Maryland, D. of C., and Virginia Laundryowners Assn.

Spring Convention
Williamsburg Inn
Williamsburg, Virginia
May 26-27, 1952Laundry & Cleaning Association of the Carolinas,
Georgia, and Florida
Carolina Hotel
Pinehurst, North Carolina
May 29-31, 1952Missouri, Kansas, Iowa, Nebraska
Four-State Convention
Town House
Kansas City, Kansas
June 5-7, 1952Eastern Canadian Laundry & Dry Cleaners' Assn.
Royal Muskoka Hotel
Muskoka, Ontario
June 18-21, 1952International Congress and Exhibition
of Laundering, Dyeing and Cleaning
9, Rue Des Pyramides
Paris, France
June 28-July 7, 1952Virginia Association of Launderers and Cleaners
Hotel Jefferson
Richmond, Virginia
September 22-23, 1952National Association of Institutional Laundry Managers
Ambassador Hotel
Atlantic City, New Jersey
October 2-4, 1952American Institute of Laundering
Convention Hall
Atlantic City, New Jersey
October 2-5, 1952Now... SPORT SHIRTS with
STAND-UP COLLARS because ofGlenn Anderson
COLLAR SUPPORTSNow you can deliver profes-
sionally finished sport shirts
with STAND-UP COLLARS
from the brand-new, better
grade shirts.Leading sport shirt manufac-
turers like McGregor and
Munsingwear, to name a few, have
sons last year, to help send
sport shirt sales over business
shirts for the first time in
history. That's good enough
of patented Glenn Anderson's
ability to give your shirts
good looking stand-up col-
lars with collar supports that
gives you the heavy 33 point
board and two color
finish of Glenn Anderson
at such reasonable
prices... used every
day, too... regular
business shirts
write today for sam-
ples and introductory
prices.**HOWE PAPER CORPORATION**

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GROSS STAR
Aluminum GRID PLATES
99% FREE from
"NICKEL" MARKS

Only GROSS STAR
is 12-ways better.
Be sure your press
plate has ALL 12
advantages.from
your jobberup to 46" \$14.85
mushroom \$11.00
over 46" \$19.25**L. BEHRSTOCK CO.** 1708 S. State St.
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articles taken from previous issues of The NA-
TIONAL CLEANER & DYER have been pre-
pared and reproduced in booklet form.These articles contain the necessary step-by-
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"Profitable Alterations."

Price only 50¢

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304 East 45th St. New York 17, N.Y.



HOW MUCH DO THE HOLES IN YOUR FLOOR COST YOU?

It's not the heavy hauling but the pound, pound, pound that breaks up ordinary cement floors. And holes and large floor cracks slow up production, sometimes cause damage, always an occupational hazard. Repair floors quickly and easily with Cleve-O-Cement. Anyone can apply it. Use on wet or dry floors. Not an asphalt compound. Dries fast hard overnight. Supports heavy traffic next morning. Resists cold, oil, grease, live steam, dampness and most acids. Made especially for floors in meat packing plants, dairies, bottling plants, ice cream plants and refrigerated rooms.

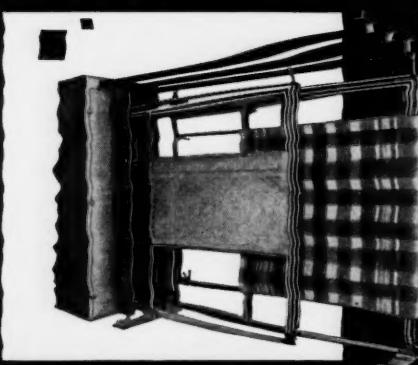
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SQUAREWAY

Get square corners and straight edges. No tearing...no over-tension. Made on castors, without cabinets, or with overhead track and trolley for use in Hopkins Drying Cabinets. Write for catalog and prices.

CURTAIN &
BLANKET
STRETCHER



Hopkins

EQUIPMENT COMPANY
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Now! OFFER YOUR CUSTOMERS
BEAUTIFUL SPORT SHIRTS
FOLDED ON A KEY-TAG

Sportright

FOLDING UNIT

With a SPORTRIGHT—quickly, permanently attached to your CollarRight equipped Folding

Table—your workers can quickly and efficiently handle Sport Shirts as they come along the line. SPORTRIGHT slips out of the way instantly for dress shirt finishing. No more unsightly creases on collar tabs and pocket flaps. Sport Shirts folded on a SPORTRIGHT and presented to your customers, bring you increased business and profits. Ask your Jobber for SPORTRIGHT or write for complete information—today.

The KEY-TAG CHECKING SYSTEM Company
6509 HOUGH AVENUE • CLEVELAND 3, OHIO

Obituaries

A. W. Badger of the Andover (Mass.) Steam Laundry died on April 20. Active in association work, Mr. Badger had been president of the Massachusetts Laundryowners' Association during 1941-42.

John N. Berdan, 56, sales representative for H. Kohnstamm & Co., Inc., for 32 years, died recently at his home in Patterson, N. J. His territory included most of the hotels in the Metropolitan New York area, in addition to a number of commercial laundries in parts of New Jersey. He is survived by his wife.

Arthur E. Hatfield, executive director of Toilet Laundries, Drycleaning Department, Montreal, P.Q., died on March 24. He had previously been affiliated in executive capacities with several outstanding Canadian plants, and had been chairman of the Canadian Research Institute research committee for several years. He is survived by his wife, a son, and three daughters.

Charles C. Huebsch, 71, president of the Huebsch Equipment and Parts Company, Minneapolis, Minn., at the time of his death, died on April 8. Mr. Huebsch has been associated with the laundry and cleaning industry for nearly 60 years. From 1919 to 1948 he was president of Troy Launderers and Cleaners in Minneapolis. He had been president of the Cleaners and Launderers Institute of Minneapolis and the Northwest and Minnesota Laundry Associations. He has also been active in civic work in Minneapolis. He was rightfully famous as one of the grand old men of the industry.

He is survived by his wife, a son, two brothers, three sisters, and two grandchildren.

Leonard J. Jones, 73, a retired Seattle, Wash., laundry operator, died recently.

Ernest H. Roden, president of the Modern Laundry and Dry Cleaning Company, Maysville, Ky., died on April 5. His son, Russell A., a vice-president of the firm, died last November. Mr. Roden had been in poor health for some time. He is survived by a daughter, a brother, two sisters, and three grandchildren.

Morris Steinman, for 35 years a partner with the late Morris Heichman in the operation of the Safety Wet Wash Laundry, Chicago, died on April 8. He is survived by his widow, three daughters, five grandchildren, and one great-grandchild.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

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LAUNDRIES and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WANT TO LOCATE?** Richard J. Muller—Lic. Broker, 59-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-5016. 4444-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3991. 9853-2

SMALL PROFITABLE LAUNDRY, COMPLETELY MODERN, NEW STOCKING, \$65,000 ANNUAL, NO UNION, GOOD PRICES. PRICED TO SELL. MILITARY REASONS. IDEAL FOR MAN AND WIFE, OR PARTNERSHIP. REPLY: Box 9751, STARCHROOM LAUNDRY JOURNAL. 2

ESTABLISHED LAUNDRY, CLEANING PLANT, some linen supply, prosperous city, Northwest State of Washington, showing good profit. Brick building, equipment very good condition, with or without real estate. Terms. Reply: Box 9789, STARCHROOM LAUNDRY JOURNAL. 3

LAUNDRY AND DRYCLEANING BY OWNER, SOUTHERN STATE. VOLUME OVER \$155,000. NET PROFIT ON SALES LAST YEAR 10%. NEAR MILITARY BASE. THREE ROUTES. MODERN EQUIPMENT. PRICE WITH REAL ESTATE \$85,000, WITHOUT \$55,000. ONE FOURTH DOWN, LONG TERMS IF DESIRED. UNLESS YOU MEAN BUSINESS PLEASE NO INQUIRY. ADDRESS: Box 9749, STARCHROOM LAUNDRY JOURNAL. 2

LAUNDRY: New, modern, well established. Fast growing community in Southwest. \$75,000 gross first year and still growing. ADDRESS: Box 9748, STARCHROOM LAUNDRY JOURNAL. 2

MICHIGAN—Laundry and building of 3,600 square feet at Howell. Good equipment, excellent business with unusual opportunity for expansion. No competition within 30 miles radius. Write: Howell Real Estate, Howell, Michigan. 9748-2

Unusual northern New England opportunity. Complete-in-operation setup. Laundry-Bachelor Bundles, Family work, Linen Supply. Drycleaning-Sanitone-operation plus good For Storage business. Yearly volume better than \$800,000. All machinery in good shape. New modern Unipress Shirt Unit. Splendid opportunity for active, aggressive, experienced management increase volume. \$50,000 cash—balance mortgage. Present owner's time and attention demanded by other family holdings. ADDRESS: Box 9764, STARCHROOM LAUNDRY JOURNAL. 2

Laundry plant, location west central Ohio. Complete with real estate or sell plant, rent real estate or will sell 50% interest to experienced manager capable of handling. ADDRESS: Box 9745, STARCHROOM LAUNDRY JOURNAL. 2

Very profitable old established linen supply, laundry, drycleaning business. No competition. Rocky Mountain region. Annual profit over \$15,000. \$70,000 will buy. Must have \$50,000 cash. Real estate included. ADDRESS: Box 9776, STARCHROOM LAUNDRY JOURNAL. 2

For Sale—Drycleaning and shirt laundry plant in one of the best towns in Arkansas. Making money and priced to sell. Would like to retire. ADDRESS: Box 9777, STARCHROOM LAUNDRY JOURNAL. 2

THRIVING, long established and best equipped LAUNDRY and DRYCLEANING plant in VIRGINIA. Gross income over \$450,000 yearly. Can be purchased with or without real estate. A rare opportunity. W. S. PROCTOR, JR., REALTOR, 2929 W. CARY ST., RICHMOND, VIRGINIA. 9761-2

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WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER Lic. Broker, 59-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-5016. 4384-1

MISCELLANEOUS

600 KEY-TAG BARS, EACH BAR COMPLETE WITH 8 LARGE PINS. CUMMING-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9533-8

When writing to advertisers please mention

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CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. \$4 Bulletin—\$13 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 8627-27

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LAUNDRY SUPERINTENDENT—OVER 20 YEARS EXPERIENCE. Thorough knowledge all phases of laundry business. A. L. references. Prefer midwest or south. ADDRESS: Box 9664, STARCHROOM LAUNDRY JOURNAL. 3

LAUNDRY EXECUTIVE—SUCCESSFUL MANAGER, A. L. GRADUATE—NOW AVAILABLE. MINIMUM SALARY \$15,000 PER YEAR. ADDRESS: Box 9780, STARCHROOM LAUNDRY JOURNAL. 3

LAUNDRY PRODUCTION MANAGER—married, veteran, 39 years old, college education. Experienced all phases laundry industry. Presently employed flatwork production manager wholesale laundry. New York City resident. Will consider out-of-town position with future. ADDRESS: Box 9782, STARCHROOM LAUNDRY JOURNAL. 3

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Superintendent—Experienced for large modern plant in western Pennsylvania. Must know quality work and production. Capable of training new employees in all phases of work. State age, experience and references. ADDRESS: Box 9757, STARCHROOM LAUNDRY JOURNAL. 7

Laundry Superintendent, who is able to take full charge of production and washing in modern Linen Supply Plant. Located in Florida. Good opportunity for reliable man to be connected with long established firm. Give full information and details as all answers will be kept strictly confidential. Reply Box 9775, STARCHROOM LAUNDRY JOURNAL. 7

WANTED: EXPERIENCED GENERAL MANAGER—30 to 40 years of age, for up-to-date modern laundry and drycleaning plant located in Central Illinois, town of about 40,000. Plant has been long established, and doing a profitable business. Man must qualify for all operations, such as point system, bonus, job evaluation and sales. A. L. graduate preferred. Wonderful opportunity for right person, as owner wishes to retire. Starting salary \$7,000 per year, plus a bonus and chance to buy into the business. All correspondence held in confidence. Write: Box 9763, STARCHROOM LAUNDRY JOURNAL. 7

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Wanted: Salesmen calling on laundries and drycleaners, to sell two very fast moving items. Very lucrative sideline. Write Box 9618, STARCHROOM LAUNDRY JOURNAL. 14

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REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service man. Full line of Asher ironers, rebuilt by men who know how. BAEDER LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1226-37

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STARCHROOM LAUNDRY JOURNAL

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-3

Wanted used American Foldmaster or Troy Fold-Fast folder or equivalent. Communicate your offer to Box 9766, STARCHROOM LAUNDRY JOURNAL.

-3

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-3

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1 HOFFMAN 140 F unit consisting of 8-36 x 40" washers, 1-26" extractor, 2-36 x 30" tumblers, 2-filters, 2-storage tanks, 1-still, individually motor driven, 220 volt, 3 phase, 60 cycles, $\frac{1}{2}$ of new price. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9727-4

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4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

2-BERGER HYDRAULIC EXTRACTORS AND 2-44 x 84" MILLER WASHERS. IN VERY GOOD OPERATING CONDITION. ADDRESS: BOX 9432, STARCHROOM LAUNDRY JOURNAL. -4

48 x 180" SMITH DRUM, 12 COMPARTMENT 12 DOOR: 48 x 184" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9317-4

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AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" ROBOT two pocket two door all stainless steel motor driven washer with automatic washman; 2—Used 42 x 96" Ellis motor driven all Monel washers; 1—Used 42 x 84" American Norwood all Monel motor driven washer; 1—Used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763.**

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6—44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machine; 1—American 4 roll 120" chest type flatwork ironer. Priced to sell. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7743.**

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CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR PINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9738-4

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American Master Cascade Monel metal motor driven washers 42 x 84" WITH 4 COMPARTMENT 4 DOOR PULLMAN CYLINDER, 42 x 96" WITH 8 COMPARTMENT 8 DOOR PULLMAN CYLINDER, REBUILT READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9768-4

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One American Tiltor 4 girl shirt unit complete, \$750. One Asher Ironer 48" x 120", \$300. One Tolhurst 48" Extractor, belt driven, \$100. Two 26" belt driven Extractors, \$35 each. One 42" x 96" 5 pocket wood washer with automatic valves, \$50. Four Pantex wearing apparel units, 3 presses to the unit (foot), \$100 per unit. ADVANCE LAUNDRY CO., 5250 WOODSON ROAD, OVERLAND 14, MISSOURI. 9770-4

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400 sets Key-Tag A-2 bars equipped with 5-5" numbered pins and tags complete with sockets, etc. Price to sell—\$1.25 each. Lewis National Corporation, 29 Sleeper Street, Boston 10, Mass. Liberty 2-7835. 9778-4

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1948 Master Drum 6 Roll. Used very little, in perfect shape. Cost new \$11,000. May be purchased at real bargain for this age machine. Lewis National Corporation, 29 Sleeper Street, Boston 10, Mass. Liberty 2-7835. 9774-4

100" 4 roll flatwork ironer. 36 x 54" 2 pocket 2 door wood washer. Large Skelly industrial stoker practically new. New Monarch Laundry, 27 S. 5th St., Shamokin, Pa. 9778-4

44 x 190" American Master Cascade double end driven 4 pocket Monel washer. 24 x 36" 1 pocket 1 door Monel washer. Both motor driven. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York.

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120" American Standard 4 roll flatwork ironer, rebuilt, guaranteed for one year. Bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9787-4

48" American and Hoffman Amico Open Top extractors, motor driven, completely rebuilt, equal to new, one year guarantee. Bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9788-4

30" American extra deep extractors, also 28", 26" and 20", rebuilt. One year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9789-4

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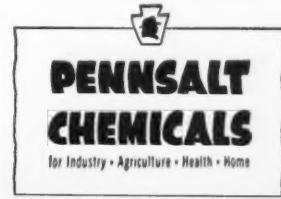
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We use the Erustocide process!

"We're very proud of the job we do with blankets. We use the Erustocide process, which protects blankets and woolens so completely that moths can't damage them. That circular specimen (below) shows how effective Erustocide is. In addition to this safe, sure moth protection, Erustocide gives blankets that nice soft, fluffy feel that everyone wants. Makes them smell so sweet, too . . . just like they've been basking in a golden sun all day."

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Notice how these carpet beetle larvae are feeding on the untreated half of this specimen, haven't touched the Erustocided semi-circle.



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Westinghouse Air Brake Co.	55
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Protect blankets against moths?

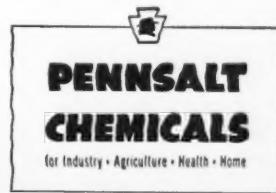
You bet!
We use the Erustocide process!

"We're very proud of the job we do with blankets. We use the Erustocide process, which protects blankets and woolens so completely that moths can't damage them. That circular specimen (below) shows how effective Erustocide is. In addition to this safe, sure moth protection, Erustocide gives blankets that nice soft, fluffy feel that everyone wants. Makes them smell so sweet, too . . . just like they've been basking in a golden sun all day."

"If you want bigger and better blanket business, take my advice . . . use Erustocide." Your nearest Erustocide jobber salesman can give you all the facts, or, if you prefer, write direct to the company that makes Erustocide. That's Pennsylvania Salt Manufacturing Co., Laundry & Dry Cleaning Dept., **In the East:** 2045 Widener Building, Philadelphia 7, Pa.; **In the West:** 2168 Shattuck Ave., Berkeley 4, Calif.



Notice how these carpet beetle larvae are feasting on the untreated half of this specimen. Haven't touched the Erustocided semi-circle.



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